FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. V. No. 9. TORONTO, CAN. JANUARY, 1909.

A CANADIAN BUSINESS.

The business of the Canadian Kodak Co., Limited, is to-day and for a long time has been a Canadian business. Its goods are Canadian-made by Canadian employees in a Canadian city. Our factories form one of the big

and important industries of Toronto, and every year sees more of our Canadian people at work turning out Kodak goods.

Nine years ago, when we took over the Canadian business of the Eastman Kodak Company, our establishment occupied but 6,500 square feet of floor space, and ten people were all that we then required to handle the business. All of our goods, except powders and solutions, were then imported, for the business was so small that we could not afford to manufacture. To-day we make all of our films, plates, mounts, and chemical preparations, and over 70 per cent. of the paper that we sell. Within a year we have begun the manufacture of Kodaks and Brownie Cameras. Our factories now contain 90,000 square feet of floor space (over two acres), and in them are 250 employees. Additions to the factory to be made this year will give us 60,000 more feet of floor space and will, no doubt, soon mean a proportionate increase in the number of our Canadian employees.

Our business has been built from small beginnings to its present proportions by reason of our steadily furnishing goods of quality and by reason of the forceful advertising which has helped the dealer in effectively reaching the public.

While our relations with the Eastman Kodak Company are such that we enjoy the advantage of all its improvements in photographic manufactures, an advantage that keeps our goods absolutely at the front, nearly everything that we now sell can rightfully carry the label, "Made in Canada." Further, we are not only manufacturers of "Canadian-made" goods, but our factories are the only ones in the Dominion devoted to the exclusive manufacture of photographic goods. Our business is to-day with you and of you—the business men of the Dominion. Our prosperity helps Canada and Canada's prosperity helps us. Our future success, like our goods, will be "Made in Canada."

COMMERCIAL ARISTO PLATINO.

For some time the American Aristotype people have been selling, in certain sizes, what was styled as Commercial Aristo Platino; the price of this paper being about 20 per cent. under the list price of the regular Aristo Platino. A number of the users of this product, who had originally purchased it for commercial use, tried it out for portrait work in their studios and were so well pleased with the results that they adopted it exclusively for portraits as well as for "commercial" work. This product having made good so satisfactorily in so many places, it has been decided, for the benefit of the photographers, to furnish it in all sizes, and, for the benefit of the dealers, to allow the full paper discount of 25 per cent., the usual selling terms applying.

Commercial Aristo Platino is a high grade product that will satisfy an exacting trade. Do

not make the mistake of confounding it with seconds. Those of your customers, who will have nothing but the best that can be made in photographic papers, will, of course, stick to good old Aristo Platino—but in many places price counts to a marvelous degree—in such places you can recommend a trial of Commercial Aristo Platino with full confidence that it will prove highly satisfactory. The price list is given on page 4.

A TEST.

Is your developing and printing department doing the work that it should?

A few months ago we asked ourselves this question. To test it out we equipped a man with two Kodaks of the same model, each loaded with films of the same emulsion. He exposed the two rolls of films on identically the same subjects, at practically the same time. Cameras, films, timing and lighting were practically identical. One Cartridge was sent to our Developing and Printing Department as a regular customer's order. There was nothing about the order ticket to indicate that it was any different from the rest of the day's grist and in fact it was handled with the rest in the regular way. Similarly, the other roll was sent to a dealer who has the reputation of doing good work. He did not know that we were putting up a harmless game on him. The two orders were completed and put side by side. Then we showed them to our friend, the dealer. We had made the test to find out how the quality of our own work compared with his. The result was that he had the head of his developing and printing department take a course in the Educational Department. Of course we were gratified to find that our work was superior to his, but he was equally gratified to find that he could improve on what he had been doing. He thought he was doing good work. He was, but there was room for improvement and he has made it.

Perhaps there's room, much room for improvement in your developing and printing. Perhaps you are blaming the amateur or the film or the paper for faults that are within your department. Unquestionably you would be glad to give your customers better results—especially if you can do it at no increased cost. Write, if you feel interested, to our Educational Department for details of a plan for making a test.

NEPERA WAXING SOLUTION.

Many photographers are adding lustre to their Sepia prints by applying wax to the surface, many more or less satisfactory formulas for this purpose having been published. For the sake of putting in their hands a convenient, reliable product for this purpose, we are introducing Nepera Waxing Solution. It is especially effective on sepia toned Royal Nepera prints and on Angelo Sepia. Price per bottle, 20 cents. Discount to the trade, 33 1-3 per cent.

COMMERCIAL ARISTO PLATINO.

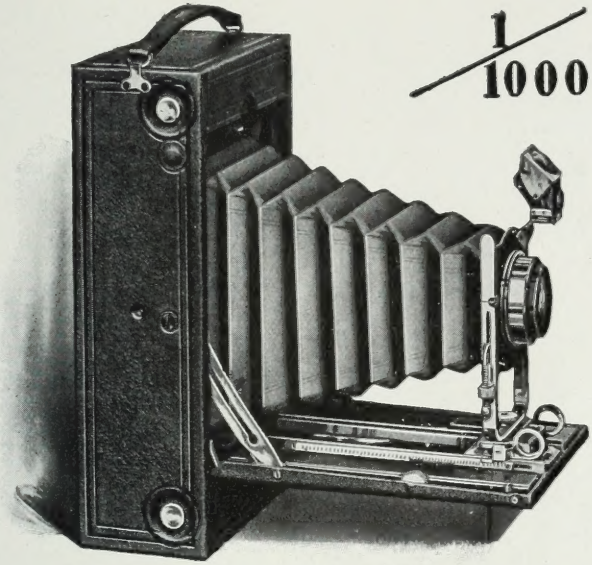
In effect January 1st, 1909.

Size.	Per Half Doz.	Per Doz.	Per Half Gross.	Per Gross.
2¼ x 2¼		$ .15	$ .60	$1.05
2½ x 2½		.15	.60	1.05
2¼ x 3¼		.15	.60	1.05
2¼ x 3½		.15	.60	1.05
2¼ x 3¾		.15	.60	1.05
2½ x 4¼		.15	.60	1.10
3 x 4		.15	.60	1.05
3½ x 3½		.15	.70	1.30
3¼ x 4¼		.15	.70	1.30
3½ x 4		.15	.70	1.30
2¼ x 7		.18	.75	
4 x 4		.18	.75	1.45
4¼ x 4¼		.18	.75	1.45
3¼ x 6		.18	.75	1.45
3¼ x 5½		.18	.75	1.45
4 x 5		.18	.75	1.45
3⅞ x 5½		.25	.95	1.75
3⅞ x 5⅞		.30	1.10	1.95
4¼ x 5½		.30	1.10	1.95
4 x 6		.25	.95	1.75
4¼ x 6½		.30	1.30	2.25
4¾ x 6½		.30	1.50	2.60
4 x 9		.35	1.75	2.85
5 x 7		.35	1.70	2.75
5 x 7½		.35	1.80	3.00
5 x 8		.35	1.80	3.15
5½ x 7¾		.40	1.95	3.45
3½ x 12		.35	1.90	
6 x 8		.45	2.30	4.10
6½ x 8½		.50	2.50	4.40
7 x 9		.55	2.85	5.15
7½ x 9½		.60	3.20	6.00
8 x 10		.65	3.60	6.70
9 x 11				8.70
10 x 12		.95	5.40	10.30
11 x 14	$ .65	1.25	7.20	13.45
12 x 15	.80	1.40	8.50	16.00
14 x 17	1.00	1.90	10.80	20.65
16 x 20	1.30	2.50	14.80	27.90
17 x 20	1.40	2.75	15.45	29.95
18 x 22	1.65	3.15	18.00	35.15
20 x 24	1.95	3.60	21.15	41.30

ROLLS.

10 ft. roll 24½ inches wide.....$1.95
5 yd. roll 24½ inches wide..... 2.80
10 yd. roll 24½ inches wide..... 5.15

(Furnished only in 24½ inch widths.)



The Kodak conveniences, together with the highest speed capabilities, are perfectly combined in the new

No. 4A
Speed Kodak

Fitted with the Kodak Focal Plane Shutter, having a range of automatic exposure from slow instantaneous to 1-1000 of a second. An instrument of the highest efficiency, whether used for every day work or for catching, with perfect sharpness, the mile-a-minute automobile.

No. 4A Speed Kodak, for pictures 4¼ x 6½, with Zeiss Tessar Lens, Series IIb No. 6 *f* 6.3, - - - - - - - - $115.00

Catalogue free at the dealers or by mail.

CANADIAN KODAK CO., Limited,
TORONTO, AN.

STANDING THE TEST.

They're all right.

When we put out a new Folding Pocket Kodak, or a new Brownie that is practically the same as the older models except in size, we begin to push it the moment it is ready for the market. There are no untried features. We know it's going to be satisfactory. When we put out goods that have had no test by the public; we go slow for awhile. If troubles develop, we correct them; if there are no troubles so much the better. In either case we wait until we are sure they are right and then go ahead.

We are now sure the Speed Kodaks are right. We have begun to advertise them. They are going to sell to the people who want a combination of highest efficiency with Kodak convenience. There are many thousands of just such amateurs. They don't mind the cost but they do want to be able to snap the mile-a-minute automobile, they want to make snap shots on the veranda, in the shade of a big tree or even in-doors. They want to do all this but they want to do it easily—the Kodak way. They now can.

Our experience with the Speed Kodaks thus far sold justifies us in going ahead and going ahead strong. They are standing the test of use in the hands of the amateur. We are fully satisfied that they are right. If we were not, we would not spend good money advertising them.

There's good business in them for you, but to get it you must be able to show the goods. You must talk them—but this you can easily afford to do on an outfit that will net you thirty or forty dollars. They won't go like those number three Brownies, but when they do go, they count. Start the new year by bringing your customers up the line—teach them to appreciate the high priced goods.

We are doing our part. This isn't a time of year for a big splurge in our advertising department, but we are making a strong display, though in smallish space, of these goods in Busy Man's, Canadian Magazine, Canada West, Westminster, Rod and Gun, Home Journal, Resources, Canadian Pictorial, Canadian Courier, Century, Cosmopolitan, Country Life, Everybody's, Harper's, McClure's, Outing, Review of Reviews, Scribner's, World's Work, Collier's, Life and Saturday Evening Post. The goods are right, we are satisfied or we wouldn't be spending our money advertising them. Make the most of it.

Snow outside.

Keep the Kodaks busy inside with Portrait Attachments.

JANUARY

A good month for looking into your developing and printing department—a good month in which to pave the way for increased profits by turning out better work at less cost.

The Educational Department is at your service. No charge for time or material—no charge for anything. Go yourself or send the proper employee as you see fit. Go now. You probably won't have time in

APRIL

MADE GOOD.

Say but those Brownies went!

The Camera Department made good in great shape on deliveries of No. 3 Brownies—handed us twice what they promised before Christmas—but still there were unfilled orders. We told you there would be, you remember, so don't fault us if you didn't get what you needed.

You can have them now, however. At least in a few days.

You know what the 2 and 2A Brownies have done? Well, there's no question about their having a rival in the No. 3. It started with a rush, and it didn't stay on the dealers' shelves either. The repeat orders show that. So stock it. No, not just one or two—put in a window full and talk them. Let folks know about the new Brownie and get them to using film. Using film, that's where your profit is. Those boys and girls that have No. 1, No. 2 and No. 2A Brownies—good little cameras? "Of course they are but you see this No. 3 makes a larger picture. Yes, works the same as the one you have. No, not complicated anywhere. Strong, too, and, Say, isn't it a handsome little box? The negatives you know are just right for lantern slides. How much? Only four dollars. I really don't see how those Kodak people can turn them out at the price. I suppose though it's their facilities and the quantities. Wonderful what modern machinery will do. All right. Thank you. How many rolls of film? Four six exposure. Don't want me to send it. Going to use it on the way home, are you? I don't blame you. Stop in when you are down town next and I'll show you about the Kodak Film Tank. You want the 3½ size you know. Good day."

NOW'S THE TIME.

Right now is a good time to get after 8 x 10 Plate Tank business.

The after Christmas lull is on in the studios but the rush days when the tank would have been a life saver are still fresh in the minds of the overworked photographers. Show them that they owe it to themselves or to the dark-room man to make the work easier and that they can at the same time get better results.

There was and is a wonderful sale of the five-seven tank. It has paved the way for the eight-ten. The business may not "come," but you can get it if you go after it. No dealer who caters to the professional can afford to be without them in his stock. Plate Tanks are to-day as much of a staple as plate holders—and considerably more profitable.

Remember the 8 x 10 Tank.

CLEANING UP TIME.

Now that the holiday busy season is a thing of the past, the next in order is inventory and a general cleaning up.

Kodaks and supplies need careful attention and you should go thoroughly through your stock, clean and polish up your instruments; if any are out of order to such an extent that you cannot repair them, send them in to us when we will examine each carefully, put them in proper shape and return promptly, making only a nominal charge for doing so. If you have any old models or shop-worn Brownies or Kodaks, make a special effort to work them off and start in with your Spring stock with fresh and new goods. January and February are not extra busy months, as a rule, in any line, therefore it affords an opportunity of cleaning up, fill in your shorts and make preparations for the busy season that is surely soon to follow.

The wise ones will start in and stock up early, not only by so doing make advanced sales, but create an impression with your customers that you expect to do a Kodak business all the year. The proper displaying of goods is half the sale; an occasional talk and explanation completes it. Keep in mind the sale of a Brownie or Kodak not only affords a good profit, but that it is just starting a new customer, as supplies must follow. CLEAN UP, STOCK UP—Push Brownies and Kodaks—make one or more **new customers** every week this year.

There's nothing that kills trade so fast as poor results, and there's nothing more certain to give poor results than poor chemicals. Protect your customers by supplying the chemicals that bear this mark

SPASMODIC, SPORADIC.

Good goods, well advertised, are already half sold.

Every dealer, who himself goes behind the camera counter occasionally, knows that many customers come in with their minds made up as to just what they want. They ask to be shown a Kodak or Brownie of some specific model; they know the price and the size of the picture it will take and they have the money with them to pay for it.

This is the result of advertising that is for the dealer, not at the dealer. It is comparatively inexpensive to advertise at the dealer. It is enormously expensive to advertise for him. Yes, we admit having talked about this before, but we are talking about it now because certain manufacturers who are liberal enough in their *at* the dealer advertising are trying to give an impression that they are doing *for* the dealer advertising.

It is safe to say that not one dealer in ten has seen a camera advertisement in a general magazine, other than Eastman advertising, in the past five years. When he has seen such an advertisement the probabilities are that it has been in some second-rate publication and was paid for in trade. The little, legitimate, paid-for-in-real-money advertising, that other camera manufacturers have done, has been both spasmodic and sporadic. It lacks the first essential of advertising success —continued plugging— the keeping everlastingly at it.

There are magazines, several of them, which have not had an issue without a Kodak advertisement in them in a dozen years. The Century Magazine has carried the Eastman business every month for seventeen years without a single miss. In a single month we sometimes spend more than twenty thousand dollars for back covers in colors alone, to say nothing of the year in and year out persistent pounding with inside space.

The at-the-dealer-advertisers? What do they do for the dealer? They give him an extra 5% discount and then hint that he should give ten off to the consumer customer.

What have they ever done for the dealer, any way?

"CINCH MARKS."

Here's a point worth warning your customers about:

If the film and paper loosen up a trifle when taken from the camera, many amateurs are likely to take the cartridge in the hand and wind it as closely as possible, cinching it tightly with a twisting motion. There's nothing more likely to injure the negative than this tight drawing of the film as it abrades the surface, making fine parallel scratches running lengthwise of the film, which, in some cases, will ruin the negative. *Do not "cinch" the cartridge.* It simply needs to be wound tightly enough so that the black paper keeps inside the flanges.

PLATE ADAPTER.

For the 4A Speed Kodak.

The Speed Kodak is making an important place for itself. Its capabilities are all that we have claimed for it and it is bound to be popular with that growing class of amateurs who want the highest efficiency possible but who demand the simplicity of the Kodak and insist upon the least possible bulk.

Owners of these cameras will no doubt want to use plates now and then about home and we are therefore providing a plate adapter. It's a simple device, quickly attachable and uses the same double plate holders as those provided for the 4A Folding Kodak.

THE PRICE.

Plate Adapter for No. 4A Speed Kodak $7.50

Discount to the trade, 25%.

Brownie Enlarging Cameras

if pushed will give you a second profit on your Christmas

BROWNIE SALES

NOTICE.

Since sending out circular to the trade on 8th inst., re change in express rates, the new tariff was taken up by the Railroad Commission, who ordered it cancelled, and the tariff prior to January 1st put in effect again. We are very much pleased at this ruling, as we are able to save our customers at distant points considerable by prepaying the express charges on film, papers and other goods subject to Section "D" Classification. We will hereafter prepay shipments where there is any saving and include the amount so paid in the invoice, same as we have done prior to January 1st, and will continue to do so until such time as the Express Company make a further change.

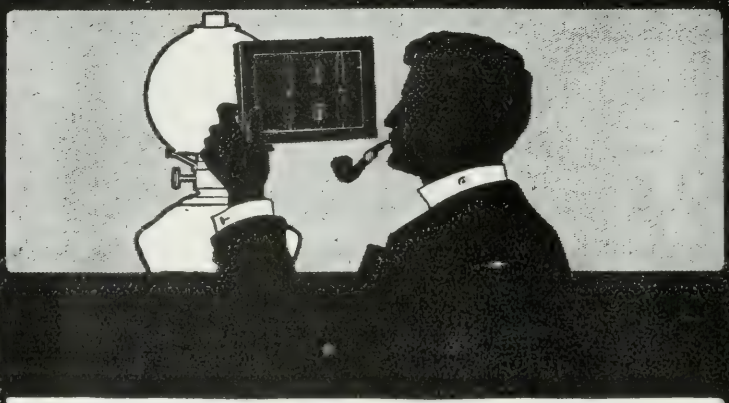
WINNERS.

Did you get in some of those new Brownie Velox Post Cards for Christmas business? Too bad, if you didn't for they made a hit. But because you didn't get Christmas business on them is no reason for your not getting January business and business of the months to follow. They appeal to the hundreds of thousands of boys and girls who have Brownie cameras.

The safest and most convenient flash light—

EASTMAN'S FLASH SHEETS.

Pin to a card and touch with a match.



Amateur Finishing by up-to-date methods. All films developed in the Kodak Tank. All prints made on Velox. Let us show you how to obtain the best results from that Christmas Kodak or Brownie Camera. Everything for the Kodaker always in stock.

RICHARD ROE & CO.

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. V. No. 10. TORONTO, CAN. FEBRUARY, 1909.

Is your developing and printing department turning out a quality of work that you are satisfied with? That your customers are satisfied with?

No? Then let the Educational Department help you.

In this number we are trying to make our dealers see the light in regard to amateur finishing. There is no necessity to go into any discussion as to why dealers should turn out the best work they can. It is only human nature that a man who can't get satisfactory results out of something for which he has paid good money should let the person from whom he bought it know his opinion, and ultimately fire the something aside. You don't want anything of the kind in your Kodak business, and there is no excuse where it occurs.

The article headed "A Test" in the last number of this circular evidently appealed to a good many of our dealers, as we have received several letters making enquiry about the Educational Department. Every dealer has an idea of what it is, but we want to impress on you some of its chief features.

The object of the department is to raise the quality of amateur

finishing done by dealers in amateur photo goods, and to increase the business to the immediate benefit of the dealers. The work is carried on at Rochester, N.Y., by the Eastman Kodak Co., with whom the Canadian Kodak Company has arranged that Kodak dealers in Canada should have the same advantages in this respect as United States dealers. Some of our customers demur at going to Rochester, but would be quite willing to go to Toronto to avail themselves of the department. The time may come when we will have such a department here, but it is not practicable for us to run such a department at the present time.

The sole expense which the dealer, who goes to the Educational Department, has to bear is for his board and railroad fare. Board is as reasonable in Rochester as in Toronto, and the transportation costs very little more than a trip to Toronto, and from many points in Canada the fare is the same. At Rochester you get all the supplies you need for your work there free of charge, and receive thorough instruction from thoroughly capable men, who know and can teach.

The most important point is the benefit to the dealer. Some of our dealers turn out very poor prints from their finishing department; though we don't like to say it, we can't help it. Did you ever have a warm interview with a customer over the prints you have made for him? Do you know of cases where an amateur has transferred his trade to another dealer? All of which means loss of business to you.

You can produce better results, give your customers satisfaction, and better explanations of their troubles by availing yourself of the Educational Department. You are not rushed to death in any line at this time of year, so why not take a few days to go to Rochester, or send the clerk in charge of your photo department? The results will more than repay you by increasing the efficiency of your finishing department, and it has been clearly demonstrated that good work means increased business for you. Every good print is a good advertisement.

On request we will supply application forms from Toronto to be filled in and forwarded to the Educational Department of the Eastman Kodak Co., Rochester, N.Y. Dealers should allow notice of a week or ten days, so that the department will not have more people on hand than they can handle.

OUR BUSINESS

On the first page of our last number, we gave a cut of our factory as it is now, and in a short article we described the growth of the Canadian Kodak Co., Limited. In the article referred to we made it plain that this business was essentially Canadian. Our growth depends on Canada's growth, and we have no misgivings about the future, so we are going to increase our premises, making them two-thirds as large again, as soon as the weather will allow building operations. Isn't that good proof of our faith in the future of Canada?

Right here in Toronto we are

manufacturing all the Velox, Azo, Solio, and Kresko that we sell. All the film we put on the market is made here, and the plates we sell, Royal, Seed, and Stanley, are turned out here. In buying from us dealers may be sure that their papers, films, etc., are as fresh as can be. We simply can't afford to send out stale goods, and there is no department of our business more carefully watched. You may have noticed that the name plates on a good many of the Kodaks and Brownies we have been shipping during the past year bear the words, "Canadian Kodak Co., L'td, Toronto, Canada." When we get our new factory up, we will start in to make more of the Kodaks and Brownies in Canada.

Kodak goods are in demand from coast to coast, for in most every town you will find a Kodak dealer, and we never allow the demand to slacken, but keep pushing it along by maintaining the high quality and by wide general advertising, coupled with a generous supply of advertising matter sent to each dealer. The small dealer is held in the same regard as the large stock house, for dealers usually start in a small way, but we make it our business, with the dealer's co-operation, to increase the demand and extend his trade.

START RIGHT

The summer will soon be here, and dealers should begin to prepare for the rush during the winter months. Last year there were changes in the construction of several of our instruments, and nothing but the latest models of the Kodaks and Brownies should be in your show cases. If you have any old models try and work them off as soon as you can. By our terms of sale, dealers who have on their shelves Kodaks which are obviously second-hand, shopworn, or showing signs of use, are allowed to sell such instruments below the catalogue price, and may ticket them accordingly in the store, *but such Kodaks must not be advertised.*

In selling Kodaks, as well as in any other line, the greatest aid is keeping a good, up-to-date stock. If you have the instruments to show, sales can be clinched before the customer changes his mind, as he too often does when you have to order the Kodak from the factory. Remember that every new camera you sell will need to be fed from time to time, and right here a nice profit comes in from the sale of film, paper, etc. Push the Kodaks and Brownies, always bearing in mind that if you sell the cameras they will pull the supplies with them. If a customer will not buy a Kodak, don't give him up, but show the Brownies. Brownies are, in many cases, the fore-runners of the more expensive instruments.

TWO CLASSES

Did you every try to classify the people who buy photo goods from you? Just try and see if you can't mark them off into two well-defined classes. One of these classes consists of people who get the fever intermittently. Once in so often they come in and buy a nice lot of film and make a couple of dozen expos-

ures in short order. They have prints made from this lot of negatives, and then lay the camera aside till the fever seizes them again.

The other class is your all-year-round amateur photographer, who does not buy an awful lot of stuff at once, uses it up, and then quits for a time, but, week in, week out, he drops in for paper, chemicals, mounts, etc., as well as his supply of film. He comes regularly, and is always on the look-out for new goods and new wrinkles to help him in his work. An amateur of this kind is a more valuable customer than the intermittent snapshotter, for in the long run he uses more material than the latter. With him photography is a hobby.

Would it not be worth your while to convert the intermittent snapshotter into a hobbyist? Certainly it would, and you can do it easily. Show the "Modern Way in Picture Making," and show it properly. In appearance it is high-class, nothing cheap about it, except that it gives a lot of information for a small price. You make 35 per cent. on the sale, and the book covers all branches of amateur work, and is so simply written that a child can understand it. The articles are written by men acknowledged to be masters in their particular line, and the directions and formulae are the right thing in the right place.

An amateur who uses this book as a guide can hardly go wrong, unless through sheer cussedness; and your chances for converting him are increased 50 per cent. when you have sold him a copy of this book. Get him interested in his work and prepare yourself to give the simple explanations he will need at the start. Soon you will find he is striking out for himself in photography; attempting work he would never have tried, unless the book had suggested it. The more converts you make, the more your business will grow.

"ABOUT KODAK FILM"

At the present time most of the good magazines of general circulation are carrying ads. in which we are pushing film. Dealers will find it to their advantage to work in with the general Kodak advertisements, and though you may not have people running to your store for film, results will follow as surely as results have followed our ads. in the past. Familiarize yourself with film talking points, such as lightness, daylight loading and developing, so as to be able to satisfy your customers that film is the real thing, in no way inferior to plates.

Kodak film is orthochromatic, nonhalation, and in point of speed is far ahead of the average dry plate. Consumers are apt to forget that Kodak film has these qualities in a high degree, and think that film is expensive as compared with plates, but just remind them that orthochromatic or nonhalation plates cost a good deal more than the average plate with which they are comparing film. Then for latitude it is unequalled. Latitude is a prime necessity in film for amateur use. Amateurs frequently make expo-

sures under the most harsh conditions of light, but Kodak N. C. film by its latitude enables the amateur to produce a good picture from almost every exposure. It will give detail in the shadows, where other mediums would show clear celluloid, and will compensate errors in exposure, which with most plates or film would cause absolute failure.

Always remember that Kodak film has gained its present position as the Standard film wholly on its merits. It has behind it twenty-five years' experience of the best plate and film makers.

ANOTHER PLAN

On another page of this issue we have tried to bring the Educational Department to your attention, and we feel sure that dealers will see the advantage of the plan. Unfortunately, some of our dealers live too far away to go to Rochester conveniently, but these dealers may avail themselves of the Kodak Correspondence College, which gives instruction in photographic work by means of correspondence. On request we will send circulars describing the College.

Another plan we have to help dealers better their Finishing Departments is based on the idea outlined in our last number. Dealers who find themselves unable to take advantage of the Educational Department or Correspondence College should follow out this idea, and expose two rolls of film on the same subject, under same conditions of light and at the same time. Finish one roll yourself and send us the other roll with the prints and negatives. We will then finish the roll you send and give you a comparison without charge.

ENLARGING

A BOOKLET OF SUGGESTIONS FOR THE PROFESSIONAL.

For many years we published from time to time new editions of our booklet on Bromide Enlarging, bringing it up to date from time to time. During the past two years changes have been so rapid that, until now, no new booklet has been issued. "Enlarging" isn't a new edition of the old book; it's new all the way through, and every professional photographer will be interested in it. It is *not* for the amateur (Bromide Enlarging with a Kodak covers that field), and will therefore be of use only to those dealers who cater to the professional trade. We shall be glad to supply such dealers as many as they can use to advantage, with their imprint, of course.

A MOUNTING SUGGESTION

A multitude of amateurs are making constant use of Kodak Dry Mounting Tissue, as it so effectively overcomes all mounting difficulties. Just press with a hot iron—and 'tis done. But little trouble to heat the flat iron, and in a few moments it's ready for use. Once in a while, though, one is apt to overheat the iron, and then we have to wait a bit till it cools off a little. Here is a suggestion for your customers that overcomes even this little difficulty.

Practically every house is

NEW KODAKS
"You press the button, we do the rest."
Seven New Styles and Sizes all loaded with Transparent Films.
For Sale by all Photo. Stock Dealers.
THE EASTMAN COMPANY,
Send for Catalogue. ROCHESTER, N. Y.

equipped with either gas or electric fixtures, and all the lighting companies supply gas or electrically heated flat irons. With either one of these irons it is no trouble whatever to secure and maintain just the right temperature for mounting, as each iron has its own heating apparatus and can be regulated to maintain just the desired degree of heat.

STILL WORKING

"The advertisement shown above was run in *Life* about seventeen years ago. The other day we received a letter with this clipping pinned to it asking for a catalogue of 'new Kodaks.'

"From several years before that advertisement was printed—in short, from 1888 to now—for 21 years we have been continuously talking Kodaks and Kodak film. Nothing spasmodic or sporadic about it, and all the time that same plugging for the dealer which you can see in the old, old ad. 'At the Dealers,' or something to that effect, is *always* in our ads. in magazines of general circulation, and almost always in any of our advertisements, though not so important in the photo press, because the readers of such literature already have the dealer habit.

Just now we are talking films in our advertisements, and we believe that there is eventual business for you in doing the same thing. You may not get immediate and overwhelming business from it, but you will be showing the people that you have the goods that they have confidence in; you will be building for the future. That old advertisement in *Life* shows one phase of the longevity of an advertisement—a more important phase is the way an advertisement sticks in the mind.

"The writer of this article, when he wants gunpowder, thinks of Dupont's. Why? Thirty years ago he saw a big stuffed eagle, and under it this sign:

'Twas Dupont's powder that fixed me,
If it wasn't for that I'd still be free.'

"Advertising affects every one of us in making our purchases, though for the most part we don't know it at the time. The Kodak dealer who tries to make the most of our publicity, other things being equal, by identifying it locally with *his business* is the man who sells the goods. This isn't a guess statement. We know, because we keep tabs.

"The advertisement on page eight

is in line with our present film advertising. It doesn't require big space, because those spool ends give it a display strength that will make it stick out like a merry widow hat in the seat in front of you at the theatre. Strengthen your position against present or possible future competition. Make people think of YOU whenever photography comes into their minds.''

The article above is taken from the February Trade Circular of the Eastman Kodak Co., and fully shows that an advertisement is pretty hard to put out of business; its work goes on as long as a single copy of a magazine containing it is in print.

We do the advertising in the magazines and always refer the consumer to the dealer, both in our general ads. and in reply to enquiries by letter. To identify yourself with Kodak goods, use your local paper for which we are always willing to supply cuts, and above all have the goods on hand to show.

SUGGESTIONS FOR LOCAL ADVERTISING

We have been requested a number of times by our dealers to furnish a few suggestions for their local newspaper advertising.

To meet this we have prepared a number of short, catchy, well-displayed ads.—with cuts. These sample ads. are made up for both single or double columns. Will furnish a set of these "SUGGESTIONS" on application. A sample of one for single column we are submitting.

Brownie

VELOX

POSTALS

HAVE MADE

A HIT.

It's in pushing just such attractive specialties that the big profits for the dealer often show. They help maintain the interest.

KODAK

Single Column—No. 227.

OUR BABY

Father, Mother, Sister or Brother can easily make a picture of the baby with a

BROWNIE

OR

KODAK

Call and let us show you how, without a dark room.

AMOS JONES & CO

IT'S THE

Film

That is all Important

Lens and shutter and camera all play their part, but upon the film depends the picture.

We sell KODAK N. C. Film exclusively—the dependable kind that has 25 years of experience behind it.

RICHARD ROE & CO.

The best of Everything Photographic

Cut are No. 119.

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. V. No. 11. TORONTO, CAN. MARCH, 1909.

HOW TO MAKE ADDITIONAL PROFITS

Every merchant selling goods is interested in legitimate methods which will help to increase his profits, and when an opportunity offers he should avail himself of it even though in some cases a little preparation is necessary before he is in a position to reap the additional profit.

We have emphasized the importance of turning out high-class work from your finishing departments and this certainly is the cheapest form of good strong advertising, but there is another way of bringing in additional profits, equally as good as a good finishing department though it requires a little preparation before you can use it to the full.

The method we have in mind is selling Anastigmat Equipments. The higher priced the Kodak you sell the more does your profit amount to, and in selling the larger Kodaks you have a chance of some day selling the same person a high-grade lens and shutter. Now don't get the idea that the equipments regularly supplied on the Kodaks are of an inferior class. From personal experience you know that excellent results are produced with these Rapid Rectilinear lenses—shortened into R. R.—and they have behind them the reputation of the biggest manufacturers of optical goods in the world. The R. R. is alright, but there are qualities in the Anastigmat which are lacking in the other. Chief of these are the greater speed and the crisp definition right to the edge of the plate. The superior corrections of the Anastigmat allow it to be used with a considerably greater aperture than that of the R. R., which means that instantaneous exposures may be made in a light in which the R. R. would demand time exposures. Again, the Anastigmat will render an image sharp and crisp right to the edge of the plate for which it is listed; there is no blurring around the edges. These are not the only valuable features of the Anastigmat, but the increase in

speed and the excellent definition appeal most strongly to the average amateur.

How many dealers consider these advantages and make use of them? Often these things have only to be mentioned to make a sale. Take the case of a business man taking an extended trip; he can afford the best and wants it, so your sale is comparatively easy, or even if he does not want an Anastigmat lens, you can make him see that he must have it, for he can appreciate the points, but the salesman should size up his customer. As in anything else, you must use discretion in selling Anastigmats. You don't want a dissatisfied customer, so don't din them into a novice, who thinks he has a hard job to understand the rudiments of photography. With him you can lead up to this high-grade lens proposition till he appreciates the points of advantage and with proper handling he will soon feel that he must have an Anastigmat if he is to do the best work in the easiest way.

The Kodak catalogue offers a wide selection of different equipments for the several Kodaks, but a more detailed list is given on page 7 of May, 1908, Trade Circular, a copy of which every dealer should have on his file. Read this list carefully and notice the profit on each equipment and remember that the sale of an Anastigmat means profit on the sale itself, but don't overlook the fact that you are putting better tools into the hands of your customer, making his work lighter and adding greatly to its charm.

THE OPTIMIST'S TURN.

There was never a brighter outlook in the Photographic business than there is right now —March, 1909. Floods of inquiries from the advertising, good goods,—new goods, and from every quarter reports of better business.

Good bye, Mr. Pessimist.

Glad to meet you, Mr. Optimist, it's your turn now.

THE MODERN WAY.

Last issue we mentioned the *Modern Way in Picture Making* as the best means the dealer can use to convert the intermittent snap-shotter into a hobbyist and it certainly is the thing for fixing them, making them permanent. The photographic journals have all spoken of it in the highest terms, and you have only to glance through it to see that all the nice things they say are deserved. At the start it gives a little talk on first principles, nothing to bewilder the novice, but just enough to give him an insight into the why and the wherefore of things. There is no padding or high sounding talk. The style is simple and the plan of the work is to lead the amateur onward, step by step, not to overwhelm him with a mass of details which make him think photography is hard. Following out this plan we get down to the gist of the matter with as little delay as possible. The instructions are simple and definite, covering just the points on which the novice is apt to meet trouble. And don't think for a minute that it is just an advertising proposition—nothing of the kind. We believe that our goods are the best on the market, and the old proverb about imitation and flattery justifies us in this belief, so naturally Kodak goods are taken as the standard, where circumstances demand that a particular example be taken, but you will notice that valuable information is given on tray development, even though we believe that the Tank method is superior to the old dark room. It is not a partizan production—the object is to educate. Simplify and educate are our watchwords—simplify and keep up the quality, then educate the public. Push the book and see how much profit you will make—35% followed by how many plus signs?

"WHAT KODAK STANDS FOR IN PHOTOGRAPHY"

As youngsters we all learned the value of a good serviceable pocket knife, and there was one particular maker whose trade mark was a sure guarantee of a knife that could take a good edge and cut most anything from a cigar butt to a sardine tin. On pocket knives the star and cross of those Sheffield manufacturers (Jos. Rodgers & Son) was by most boys regarded in the same light as the hall mark on silver when you are buying wedding presents. We say "was regarded"—we sincerely hope that it is still so regarded, since we have grown up.

Now, just as the youngsters used to look for the Rodgers' trade mark on a jack-knife, in the same way the great public of to-day looks for "KODAK" in connection with photo goods. The knife made by Rodgers was held most desirable, though there were other makes, and to Kodak goods the same applies with double force. "KODAK" stands for quality and by this we mean quality ever kept up to standard and improved wherever possible. There is a full staff of experts in the different departments, who devote their time to searching for improvements and every idea that will improve the goods as they are,

is incorporated into the processes of manufacture.

"KODAK" does not mean resting on your oars, or trading solely on past reputation. Competition is too keen to allow this without losing ground and if honest effort and skill can prevent it, the time will never come when "KODAK" means anything but progress and the best. "KODAK" then stands for quality and a quality that is pre-eminent, but there is another something for which Kodak stands, and this latter something is next to quality in importance. We mean simplicity. Take up a Kodak and with the merest acquaintance with Photography you will soon figure out for yourself how to use the instrument. Why is this? All due to Kodak simplicity. There are no unnecessary devices on a Kodak and the whole equipment is made to stand the wear and tear of years.

Notice how quality and simplicity go hand in hand. Read our booklets and manuals. What strikes you at once? Is it not the simplicity of the language? As you get better acquainted with Photography you will come to realize that the language used, though simple, covers each subject fully. We eliminate all irrelevant matter, giving the gist of the subject, and our literature is of a positive rather than a negative character, though we do not fail to mention the safeguards. These are some of the reasons why the buying public has made the dealers realize that they cannot apply to Kodaks the time-honored question, "What's in a name?"

SATURDAY SHIPMENTS.

All year round our factory and office close at 12 o'clock noon on Saturday. This means that no orders received after the Saturday noon hour can be filled that day and that all orders for special sizes of Papers, etc., which require special cutting should come to hand at Toronto on Friday or earlier to insure shipment. Even when everything on the order is regular dealers should get their orders for Saturday shipments into the mail early, so that we will get them Saturday morning on the first mail. An hour's difference in getting into the office at your end may make several hours difference in delivery at our end, and that your order does not reach us till after 12 o'clock on Saturday, when it cannot be shipped till Monday. Just a word about orders for enclosure to other houses—the other house may be shipping the day we receive the order and if this is Saturday, unless your order comes in on the first mail, chances are we will be unable to deliver the goods same day.

And—while we are on this subject—don't expect too much in the way of prompt shipments from orders received by us on Monday. Monday's mail is always nearly double that of other days and orders requiring anything special in the way of cutting odd sizes, etc., are sometimes delayed until Tuesday in spite of every effort.

We don't believe, the nature of the goods considered, that anybody in Canada, in any line of business, handles orders more

promptly than we do. Yet, for the sake of good service to you, we ask that attention be given to what we have said above about Saturday and Monday shipments.

"THE TANK DEVELOPER FOR YOUR FINISHING DEPARTMENT."

We have always maintained that the Kodak Tank Developer was the easiest and best way and the little story given below bears this out:

Talking about the amateur finishing business, a dealer gave us an example of how the Tank made things easier for him. He did a large trade in a tourist resort and had been accustomed to the tray method for film-development. He admitted that occasionally something would go wrong and negatives were turned out which were not in accord with the exposure or showed other defects due to the developing. In such cases he had to cudgel his brains for a smooth explanation to give the customer and quite often he would strike a snag resulting in the customer getting mad and transferring his business. He had heard so much about this Tank method that he determined to give it a trial, and to his surprise found that with ordinary care he obtained cleaner negatives and more uniform quality, also he had no occasion to lead the customer astray. In addition he could put a roll to develop, turn it once in a while and have his time free for other business, instead of being cooped up in a dark room during the day, ruining his health, his eyes and his *temper*. Anything that tends to keep people in good temper is pretty close to being a blessing, and we believe the Tank fills the bill.

SELL THE KODAKS AND BROWNIES.

The dealer who wants to build up his photographic business must sell the cameras first and last and all the time. The sale of paper, film and other supplies is a mighty good thing as far as it goes and means a nice assured profit, but every Kodak you sell means that you are creating an increased demand for supplies, which, if properly attended to, never falters but goes steadily forward, even if we do not consider the profit on the camera itself. On the same principle that Mahomet went to the mountain when the mountain would not come to him, the dealer should get to the consumers and finally make them come to him. The best way is to educate the public. We sow the seed broadcast, and it is up to the dealer to do the rest of the cultivating, for we always have "At your dealer" in our ads.

Different conditions of locality will suggest different methods of arousing interest, but the old reliable way is to show the cameras. There is a certain something about a camera which attracts those who know nothing about photography. They know what photographs are, but just don't understand how the results are produced, and once you clear up the mystery by a proper

explanation, there is an interest aroused which can frequently be turned into a sale. A good display of cameras will make nine people out of ten stop and look at them. Most everybody is attracted by a piece of mechanism, particularly when it is a Kodak, with its simplicity and beautiful finish.

To get after people who don't see your display, use your local paper. From time to time in the Trade Circular we give samples of short catchy ads. to accompany the cuts and we now have ready a set of advertising suggestions which we will supply on request. Adapt them to your special conditions and they will work all right; also use the small ammunition we supply—booklets, etc.—to make new conquests, don't fire them at people who have the Kodak habit, even if you think the covers are pretty souvenirs for your old friends.

IN CUT SIZES.

The growing popularity of backed Platino prints has of late caused a considerable demand for Aristo Platino backing paper in cut sizes and we have therefore decided to supply same, at a list price equivalent to 60% of the list price of Aristo Platino, plus (in case this does not figure in multiples of five) enough to make the terminating figure end in 0 or 5. Example: 1 gross of 8 x 10 Aristo Platino lists at $8.40. Sixty per cent. of $8.40 is $5.04, to which we add 1 cent, making "even money" —$5.05. The above method is used in arriving at the *list* price. The discount to the trade is 25%.

NEW POST CARDS NEW BUSINESS

Boys, Girls, Brownies,—and then Brownie Blue Print Post Cards at 10 cents the dozen.

Do you see the business there is in it? A lot of the youngsters don't do their own developing. Perhaps in a great many cases the parents have made objections to too large an expenditure for developing and printing—but at the low cost and the simplicity of it there are literally hundreds of thousands of youngsters who will be making Brownie Blue Print Post Cards and mailing them to their sisters and their cousins and their aunts. All they need is to be told about it. We have tried it on some children and the scheme works. The very "miniatureness" of the card appeals to them. When they tire of it there are the Solio and Velox cards to renew their interest.

The Brownie Blue Print Post Cards measure 2¾ x 4¼ inches, the address side being similar to the Brownie Velox cards.

THE PRICE

Per pkg., one dozen (tin foil wrapped)	$ .10
Per pkg., one gross (in tin cans)	1.00
Per pkg., 500 (in tin cans)	3.00

Discount to the trade, 25%.

BROWNIE SOLIO POST CARDS.

There are a lot of the youngsters that already know how to handle Solio, and to whom a Brownie Solio Post Card will appeal. They have either passed

through or jumped over the blue print stage and want something a little more ambitious. For them, we are introducing the Brownie Solio Post Card, and judging from the sale of the Brownie Velox card and the regular size of Solio cards there will be good business in this new product.

THE PRICE

Per pkg., one dozen	$ .10
Per pkg., one-half gross	.55
Per pkg., one gross	1.00
Per pkg., 500	3.00

Discount to the trade, 25%.

WHY TANK DEVELOPMENT IS BEST.

SEVEN GOOD REASONS FOR IT.

First—The results are uniform when the exposures are within the latitude of the film or plate.

Second—It produces as good negatives from over-timed exposures as can be had by hand.

Third—There is nothing in an under-exposure that it won't get out, and without danger of over-developing the whites.

Fourth—When the correct "speed" is once ascertained, we do not have to guess at when the plate is done.

Fifth—The Tank being light tight, there is no fog, so the negatives are clear and sparkling (like old wine).

Sixth—It can be made to furnish a negative for any paper, or an all-round negative.

Seventh—There is no guess work about it; just a mathematical and chemical calculation, based upon figures which do not lie; therefore it must be accurate.

Adapted from *Professional and Amateur Photographer*.

OUR MONTHLY SUGGESTION.

It might be argued that people buy their cameras first and their tanks afterward, but on the theory that they will be more apt to buy the Kodaks if they *first* understand something of tank convenience, and certainly, we are starting our heavy advertising for the season with some good strong tank talk. To back this up, we have printed another edition of our booklet "Tank Development," which we will be pleased to furnish upon request. This booklet goes in an ordinary 6½ envelope and is therefore very convenient for mailing.

Our suggestion for your advertising on page 8 is along the same line, and we believe that you will do well to make a timely campaign of tank advertising, using this or similar copy, and then back it all up with a good window display.

Use the booklets, the newspapers and your windows to back up our magazine campaign. 'Twill help both your Kodak business and your sales of tanks.

Flashlights are easy to make with the Eastman Flash Sheets

For Roll Film, For Film Packs, For Glass Plates:

BETTER RESULTS

By Tank Development

The Experience is in the Tank.

Eastman Plate Tanks, Kodak Film Tanks, and Premo Film Pack Tanks always in stock. *Ask for booklet, "Tank Development."*

Everything for the Amateur.

RICHARD ROE & COMPANY.

Cut No. 120.

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. V. No. 12. TORONTO, CAN. APRIL, 1909.

BOSS TO BOY—HEART TO HEART

"Make the sale?" asked the boss.

"No, but she promised to buy a 3A before going on her summer vacation?"

"She did, eh? And you let her get away on a half decision like that? Now see here, *you* tell *me* that you will buy a Kodak next vacation."

The boy complies in the usual terms.

"Fine! Fine! Just like a *real* stand-off!"

Says the boss, "But my dear young man, to get the full pleasure out of your vacation, and to be able to bring back that pleasure at any time after, you want your Kodak right now—to-day. The Kodak is sure, Kodak supplies are sure; and *you* will be sure with them so long as you follow the simple directions. But with the simplest of directions to follow, you still may not *feel* sure at first—and a mistake on some pet subject never to come along again might mean a lot to you. Of course, plenty of Kodakers make fine pictures from the start, but these same people feel more confident after practice."

"This feeling of certainty is not the main point, though. One of the greatest pleasures of the Kodaker is in his constant increase in skill, the same as in any other recreation really worth while. You will group and light your subjects differently with practice, and enjoy your results more and more. Yes, and then you will look back to your first arrangements with amusement."

"You are right about the 3A Folding Pocket Kodak for vacation use; small and light to carry, fitted with a lens fast enough and good enough for all-round, every-day needs, and making pictures just the right size—post card shape and size. The proof of the pudding is in the pictures it takes—never mind my figures of speech, but just look at these pictures. Nothing like being able to send back such cards of your own making on vacation, and having a folder record of the whole thing afterwards."

"Yes, the price is right. Nothing but an output of thousands enables such a price to be made on such an instrument. Isn't it a beauty? Certainly. I'll show you how to load it."

"Now feel free to come in at any time and ask about any-

thing you don't quite understand; that's what we're here for—to help you in any way we can. And with that outfit you are sure of a new pleasure in life. Good-day and good luck!"

"Eh, son?"

ROYAL

PURE WHITE

A New Nepera With New Qualities.

There's not a weak spot in Royal Pure White Nepera.

There are to-day many users of Royal Nepera (India Tint) whose business is growing phenomenally, yet there is a certain and insistent demand for a paper with all the good qualities of Royal Nepera in combination with a pure white, instead of an India Tint stock. As one photographer put it: "If Royal was only on white stock it would have all of them stopped."

Royal may now be had on a white stock. And after most thorough experiments with this paper, we are satisfied that its introduction means the MOST MARKED ADVANCE that has ever come in a developing-out paper for professional use.

Chemically, it is everything that can be desired. Its degrees of gradation and contrast are pitched in just the right key to suit the average professional negative. Furthermore, its latitude is such as to provide for perfect prints from negatives that are considerably above or below the average degree of contrast.

As black and white, it is beautiful in texture and gradation. When Sepia toned by redevelopment it possesses a richness of color not to be found in any other developing paper. It has the breadth and softness that are so much admired in the India Tint Royal, but with an added sparkle that the pure white stock gives to the high lights.

And Royal Nepera LIES FLAT. It's just the right weight for delivering on thin mounts or in folders. It's a paper that will please the photographers by reason of its easy working qualities and its chemical and physical perfection. It will please the public, because in either black and white or Sepia tone, the results are most attractive.

An added advantage from the photographer's standpoint is that Royal Nepera is practically a double weight paper at a single weight price. Royal Nepera Pure White has been most thoroughly tried out. Indeed, though in one way a new product, it is not an experiment, because it is simply the coating of our well-tried and thoroughly reliable Royal emulsion on a pure white instead of on an India tint stock. It will be immediately and vigorously exploited. It is going to be a success, and a big one. Be prepared for the demand that is sure to come.

The original India Tint Royal Nepera is, of course, to be continued, and you should, therefore, on all future orders, specify "Pure White" or "India Tint," as the case may be. In all cases, however, where the color is not specified, we shall furnish India Tint.

POST CARD

VELOX PLACE STAMP HERE VELOX

CORRESPONDENCE HERE

You can double your vacation fun by taking along a Kodak and sending Velox postals like this to your friends. Then of course, you will make prints for your own permanent collection. Let us show you how simple it all is by the Kodak system.

Richard Roe & Co.
1001 Tripod Ave

NAME AND ADDRESS HERE

Your Advertisement Here.

It's just great here. When you come be sure to bring your Kodak. The opportunities for snapping the people and places are keeping mine delightfully busy.
Janet.

Vacation Story.

1909 ADVERTISING POST CARD

The cuts on this page illustrate an advertising idea which has been tried in the United States by the Eastman Kodak Co. In June of last year they announced the Advertising Post Card and it has caught on so well with their dealers that we have decided to lay the same proposition before our customers, and we feel sure that the trade will realize the value of the scheme.

The illustrations above are really self explanatory. The sensitized side of the card has just a suggestion of advertising on it in the picture of the girl with

a Kodak. The mailing side, which will be looked at last, but surely looked at, carries a suggestion that is likely to meet with favor along about June time. On the full size card it is, of course, much easier to read than in the reproduction above.

We are prepared to furnish these cards in lots of one thousand or more, printed as above, but with dealer's name and address in same hand as the text and occupying same space as "Richard Roe & Co., 1001 Tripod Ave., at $10.00 per thousand net. This price does not apply on lots of less than one thousand, but does apply on fractional lots where the total is for more than one thousand, as for instance 1,250, 2,700, etc. On lots of less than one thousand, there will be an extra charge of one dollar. No order entered for less than 400 cards ($5.00 net). As these cards cost us very much more than we are getting for them, we cannot furnish them in any different form than stipulated above. We cannot furnish them without the advertising at any price nor with any changes in the advertising (except insertion of fac-simile hand writing of dealer's name and address as explained above) at the price quoted. No changes of any description can be made on the picture side—changes on the address side, even where an extra charge is made, are to be subject to our approval—the point being, that as this is a Kodak advertising card that will be in quite general use, we must control it.

We have arranged for turning out these Kodak Advertising Post Cards in very large quantities, but being unable to anticipate the demand with certainty, can only agree to take care of orders on the "first come, first served" plan. If, and we hardly consider this probable, we have more orders than we can handle with reasonable promptness, we will confer with the dealer rather than take any chance of filling his order after it is too late for him to use the cards to good advantage.

With a good mailing list of the right kind of people as a foundation, there's no question about the effectiveness of this Post Card Advertising Plan. It is different. It is novel, yet absolutely dignified. It will make business—How many, please?

UP AND DOWN

The price on Combination Carrying Case to hold 3A Folding Pocket Kodak, with combination back, six double plate holders and six rolls of film has been reduced from $5.00 to $4.00, and the price of Combination Carrying Case to hold No. 4 Folding Pocket Kodak, Adapter, four plate holders and six rolls of film has been increased from $3.50 to $4.00. No changes in discounts.

The Picture that Interested a Town.

SAME IDEA

We have written quite at length on one or two occasions of the scheme of having news pictures—pictures of the happenings in your town as a daily feature in the window. It has been done most effectively, it has been done also rather well, but still lacking the cumulative effect of the daily plan where some very important local event has been photographed and the results displayed promptly in the window. A recent case along that line was where a rather spectacular fire broke out across the road from a Kodak dealer's and long before the firemen got through with their work there were several good pictures in the dealer's outside showcase that told the story.

What such simple little things can do for business is shown by the letter from W. H. Gardiner, Daytona, Fla., and the accompanying photograph of the dog and the rat trap. It will be noticed that the picture shows the store window. Mr. Gardiner says: "After making these pictures yesterday morning, we sold every No. 3 and No. 2A Brownie also No. 3 and No. 2 Bulls-Eye in stock. It was certainly an ad. for us."

Another case we have in mind is that of a dealer in a certain Ontario town, near which there was a spectacular railroad wreck. Inside of 24 hours this dealer had sold over 500 postals showing the smash-up. Wasn't that live advertising? Every dealer has opportunities and it is up to them to use them.

NOTICE

Hereafter we will bill Eastman's Film Clips at a discount of 25%. You will find them listed on page 63 of the Condensed List, at net prices, but we are now in a position to quote the above discount.

A TRIAL?

Some little time ago Mr. X. came into our office on a trifling matter of business and the clerk who waited on him, knowing him to be a photographer, mentioned the Tank Developer. He was very nice about it but was firmly convinced that tank development was a frost—he knew that it was not what it was claimed to be. Just to find out what made him so violently opposed, the clerk tried to draw him out. How was it the Tanks sold so well? He said, "Anything will sell well if backed by good advertising, apart from all consideration of merit." How was it that so many of his brother photographers, who turned out high-class work, were using Tanks, and why were the scientific experts so favorably impressed by the whole method? To this question he gave no direct answer, but talked absurdly about luck, and as for the scientists, one could never tell what influenced them.

Had he tried the Tank method? Yes, one night after he had developed the exposures he had made during the day he took the developer he had been using and diluted it to bring it to what he thought were the proportions of the formula. Into this bath he put two plates he had over from his day's work, and then covered the tray with another tray inverted, leaving the plates to develop by themselves for twenty minutes. The negatives were naturally worthless, but this man, on the strength of his supposed trial, had the courage to say, in as many words, that his brother photographers were easy marks. Mr. X. realized the force of our advertising, though he was wrong on principle. No product can have an extensive sale solely by advertising without regard to quality. Let anyone try it and the result will prove the fallacy of such a position.

The answers to the first and second questions were just what was to be expected from him. Look out for any man who is always imputing motives to his fellows. We were not anxious to sell X. a Tank, because he would be certain to abuse it. The alleged trial he made of the Tank System illustrates the necessity of following the directions. The Tank method on scientific grounds and actual experience is the best way, but the directions must be followed. There is no more reason in giving your film the wrong dose of developer than there is for anyone wrongly compounding a dose of a powerful drug he is taking himself. Always follow the directions, even to reversing the solution cup.

Tank development has proved itself one of the greatest inventions of the age in the photographic world. Compare a lot of tank-developed negatives with negatives developed by hand, and every time the high average of success will be with the tank-developed negatives. Dealers should talk Tanks now in preparation for the summer season with its holidays and trips.

PROTECT YOUR OWN INTERESTS BY NOTIFYING US OF THE WRONGFUL USE OF THE WORDS "KODAK," "BROWNIE," "VELOX," ETC., BY YOUR COMPETITORS.

There are merchants selling photographic goods who think that it is alright to palm off other goods when asked for Kodak products, and have no hesitation about infringing our Trade Marks.

A Kodak means a Kodak made by the Kodak people and not an imitation which originated in Germany or anywhere else. We had a fine example of this palm-off method last month. A telegraph operator who was stationed in an out-of-the-way place complained about his Kodak, and we at once wrote him to send the Kodak to us to be made right, but his camera was not a Kodak, just a cheap German imitation of the flimsiest and most fanciful construction. The poor fellow had been the victim of a dishonest dealer, but as he puts it, "he will be wise hereafter." This is one case and there may be several more not brought to our attention, but we particularly request our dealers to let us know of such infringements of our rights when they learn of them.

The man who trades on another's good name is trying to get something for nothing and in the end he will get all that's coming to him. Another evil genius is the substitutor, who always has something just as good, and yet tries to sell his customers goods that are base imitations of a superior article. Such a fellow frequently does things that would get him into trouble if taken up by the injured party. Any of our dealers who know of cases where our rights are being infringed will confer a favor by notifying us, and we will then do our best to take care of the offending party. You owe it to yourselves to prevent this illegal competition.

Go, or

Send the

Man.

The Educational

Department is

at your service

No charge for

anything.

ABOUT BROWNIE POSTALS

With this number of the Trade Circular we are enclosing samples of Brownie Velox and Brownie Solio Postals, so that dealers will know just what Brownie Postals are. It is only a few months ago that we announced the Brownie Velox Postals, but they have caught on so well with the public that we have lately put Brownie Solio and Brownie Blue Print Postals on the market, and we feel quite sure that the latter will be just as popular as the Brownie Velox Postals.

Brownie Postals were intended in the first place for Brownie users, who are mostly novices in photography, such as youngsters, and by adding Solio and Blue Print to the list we believe that more people will use the Brownie Postal, because the latter papers are so easy to manipulate that no parent will make the expense a bar to his child taking up photography when you show him that with Blue Print all that is necessary is to print and wash, and Solio is practically as easy to handle. The Blue Print and Solio Postals will gain a footing where Velox might be objected to as involving too large an initial outlay, however groundless this objection may be.

We want to make some remarks about the people who will buy Brownie Postals. On first sight they appeal to users of the Brownie only, but this is not just right. The Brownie enthusiast takes hold of them first because of the name and the size, but as a matter of fact it will be found that these cards appeal to people who have got beyond the Brownie stage. The size of the cards is just right for a souvenir. There is not too much space to be filled up with writing. Frequently Postals intended as a souvenir require a lot of diplomacy as to what should be written on them. You mean it just as a souvenir and don't want to say too much, or to give offence by leaving half a postal blank. The Brownie P. C. is just large enough to be a souvenir and not large enough to be a young letter, and, besides, there is a kind of undefinable "cuteness" about it, if we may use such a term in business. These features will attract customers who don't buy the regular postal, so there is no danger of the Brownie Postal encroaching on the regular card.

"FOR THE BENEFIT OF THE DEALER"

With the month of April the Kodak enthusiast begins to prepare for his summer work, and the Kodak dealer starts to sort up his stock for the spring business. With a view to this sorting up, we want to make a few suggestions on ordering to save delay and disappointment to dealers. Try and make your orders read in such a way that our order department can understand them with the least display of intelligence. The dealer whose order is so written that it can be entered without having to be construed in any special way will in the long run get the promptest service. This is only natural, for every time an order has to be referred for construction as to what is wanted there

is a delay which may mean that the goods will not be shipped same day as received.

There are certain articles which are most open to mistakes in ordering, and among these is film. Do not order film by the size of the exposure. 24 rolls 2¼ x 3¼ film 6 x may mean 24 rolls 1 F. P. K. 6 x or 24 rolls 2 Brownie. If an order calls for 24 rolls 4 x 5 film, how do we know whether you want 4 F. P. K. film or 4 B. E. film? To avoid mistakes order by the name of the camera for which you want the film, *e.g.*, 24 rolls 1 F. P. K. 6 x, or 24 rolls 2 Brownie, or 24 rolls 4 B. E. 6 x. If you do not know the name of the camera, send us an empty spool; it is better to do this than to order by the size of the picture, because different cameras which take pictures of the same size use different spools—to illustrate, take the 3A F. P. K. and the 3B Q. F. Kodak. One more suggestion on ordering film, and, by the way, this applies equally well to paper. Specify the number of units wanted. If you want 24 rolls 3A 6 x, write it—do not order 144 exposures. Do not order 144 sheets of Velox paper. We don't know whether you want 12 dozen or a gross. In ordering paper please be careful to specify the size and kind of paper—as 4x5 Special Velvet Velox, not 4x5 Velox or Special Velox. *The condensed price list is meant to serve the dealer as a means of ready reference to tell him what we have and in what form we have it. Use the condensed list in making up your order, and the result will more than repay any trouble at the first.*

As an additional means to better service classify your orders. Order cameras together, developing paper together, and so on. Avoid ordering goods of one class in the midst of items of another class. Don't put an item for Solio paper in the midst of items for Velox or film.

Every year about this time we make suggestions to dealers in regard to their orders, which, we are glad to say, are taken in the spirit in which they are meant, with the result that dealers who follow the suggestions have prompt service and our order clerks look upon such orders in a more friendly spirit, all of which counts. We are here to give orders attention, and we believe we render as good service as any other house, when the nature of the goods is considered, but all the same the easier the orders are for the order department to handle, the better service will they receive.

The Kodak Correspondence College for your amateur customers and the Educational Department for the benefit of your own developing and printing department. ⁂ All are at your service.

ROYAL
PURE WHITE
NEPERA.

The Developing Paper that Forgets to Curl.

KODAK
Portrait Attachments

Have other uses than portrait making. The crocuses, the hyacinths—all the flowers of spring and summer offer delightful subjects for the Kodak that is fitted with a Portrait Attachment.

A Strong but Simple Window Display that tells the story of the simplicity of Tank Development.

KODAK

Take a

KODAK

with you!

ANYBODY CAN KODAK

NO FUSS, NO BOTHER, NO DARK ROOM FOR ANY PART OF THE WORK

KODAKS, $5 to $110

BROWNIE CAMERAS, $1.00 to $12.00.

Let us help you double the pleasure of the out-door days.

RICHARD ROE & COMPANY.

Double Col. cut No. 233. Single Col. cut No. 233.

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VI. No. 1. TORONTO, CAN. MAY, 1909.

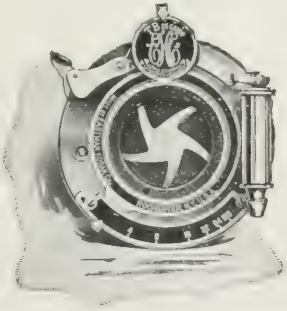
NINETEEN NINE

SOMETHING ABOUT THE GOOD GOODS AND GOOD PROSPECTS

January may begin the calendar year, but May, the month of new catalogues, begins the photographic year—and it looks good.

They, the financial writers in the newspapers and magazines, tell us that things are looking up. We are assured that the railroads are carrying more freight, and business prospects are very bright. That's all very encouraging and we really believe it—but what is more to the point, so far as you and we are concerned, is that we *know* that the photographic business has been going ahead rapidly since last fall. The business map isn't as spotty as it was. All over the country and all along the line it looks right.

And it is going to continue to look right because we have the new goods that will sell and are letting people know it. It isn't an easy matter to improve what is already so good a line as the Kodak line, but we are improving it nevertheless, and our selling helps are bound to back up every dealer who makes the most of them.



KODAK BALL BEARING SHUTTER

Perhaps the hardest goods in the whole line to improve were the Nos. 3, 3A and 4 Folding Pocket Kodaks, but in the new

Kodak Ball Bearing Shutter there's a marked advance even in the efficiency of these cameras. This shutter embodies a new principle in shutter construction, operating with remarkable smoothness and precision. The leaves are made in five segments, mounted entirely on ball bearings, and open and close in the form of a star, admitting a much larger amount of light in the same space of time than any other between the lens type of shutter. The smooth, frictionless action of this shutter makes it possible to work it with a bulb of half the ordinary size.

It has, also, variable indicated speeds of $\frac{1}{25}$ and $\frac{1}{50}$ seconds, and operates for bulb or time exposures.

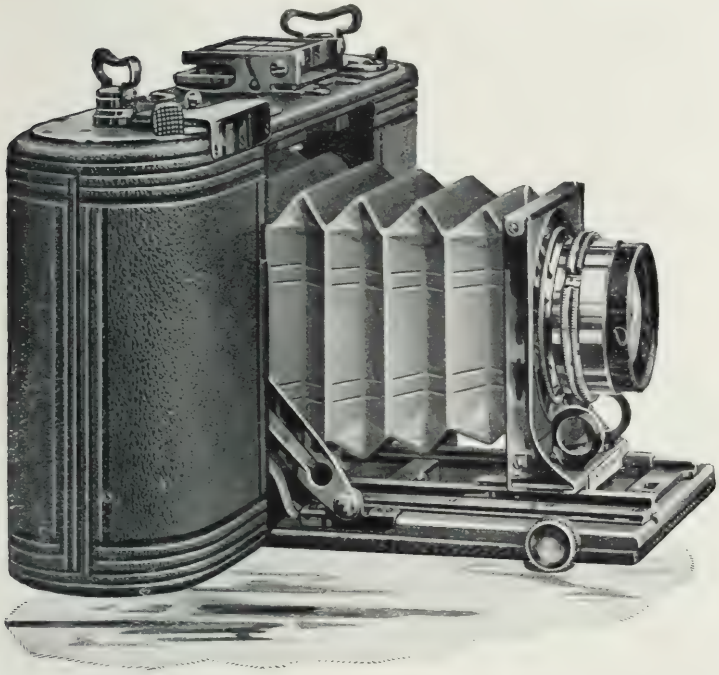
Is automatic in action, working with bulb or finger release, and has iris diaphragm graduated from 4 to 128. Is also fitted with indicator for registering each exposure as made. Withal this shutter is a handsome one, adding materially to the appearance of the camera. It is both a practical advantage and a talking advantage.

DOUBLE LENS BROWNIES

The No. 3 Folding Brownies will now be supplied with either the single lens (as heretofore at $9.00) or with an excellent R. R. lens at $11.00. There ought to be a splendid sale of this camera with the double lenses, for it makes a mighty effective instrument at an exceedingly moderate price. The shutter is the same in either case except that with the double lens we furnish the pneumatic release, and in the double lens cameras the shutter is also adjusted to a somewhat higher speed than in those having a single lens.

ANASTIGMAT LENSES

The tremendous increase in the use of anastigmat lenses makes this a most important branch of the business and it is one to which we are paying much attention. To cover the field effectively and at the same time not complicate matters by listing too large a variety has been our aim and we believe that our 1909 line is as nearly perfect as it could be made. We are listing two lenses that you know—the B. & L. Zeiss Tessar Series II B. *f*.6.3 and the Cooke Series III A. *f*.6.5. We are continuing to list both of these lenses because they have made good. They are known as absolutely *right*. You know them, we know them and the public knows them. We are listing also a new lens that neither you nor the pubilc are as yet acquainted



The Kodak that has a Graflex Shutter

with but both of you will be—the Zeiss *Kodak* Anastigmat *f*.6.3. It sells for 30 to 40 per cent. less than other anastigmats but it has quality enough so that we were not afraid to put the word "Kodak" on it and that means a lot. There are a great many people who want anastigmats but who nevertheless look rather long and hard at their pocket books before passing out the price for a really good one. They can have it in a Zeiss *Kodak* anastigmat. It will do the work. Test it up against any other lens of similar speed and you won't be afraid to recommend it to your most cherished customers. As good as they are, however, you can't expect to sell them unless you have them to show to your customers.

A NEW KODAK

There's only one absolutely new Kodak this year, but that one is going to be a winner. It has "quality" written all over it—The 1A Speed Kodak. It's the first camera to make speed work so simple and easy that our phrase, "photography with the bother left out." can be applied to it. This is no reflection on the 4A Speed Kodak, for that camera makes a 4¼ x 6½ picture and is consequently some-

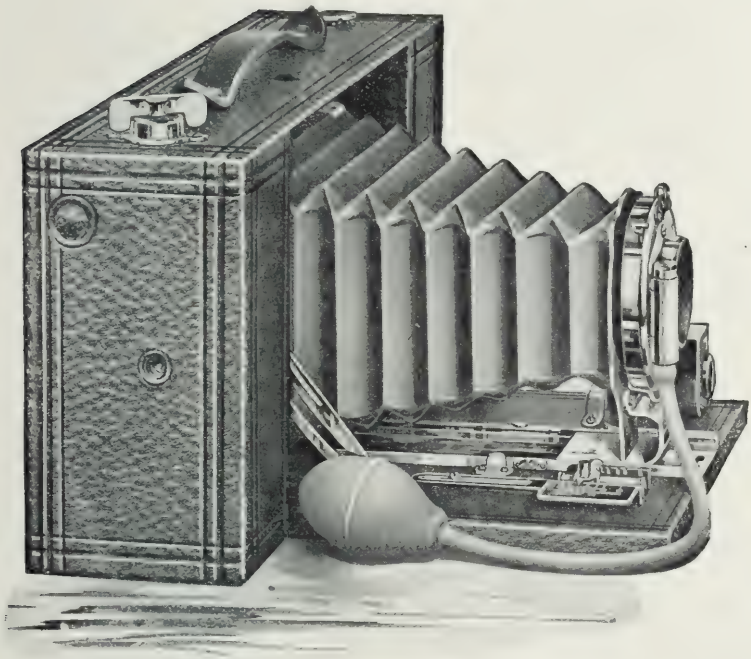
what bulky, though much smaller than other cameras of similar capabilities. But the 4A appeals mostly to those who want something for serious work. The 1A will do the serious, if by that is meant important work, all right, but at the same time it has that small size that appeals to those who go into Kodakery for the fun of the pictures, and for that only.

The 1A Speed Kodak makes a picture 2½x4¼ inches, measures 2¼x4½x9¾ inches, weighs but 3 pounds, has a GRAFLEX Focal Plane Shutter that will work in $\frac{1}{1000}$ of a second and retails, fitted with a Zeiss *Kodak* Anastigmat lens speed *f*.6.3, at $60.00. How can a man with an automobile get away from a proposition like that? Going to an automobile race without a 1A Speed Kodak will soon be like going to a circus without a bag of peanuts. This is getting to be an athletic, out-door nation. Every field day, baseball game, tennis tournament, lacrosse match, football game, yacht or horse race offers opportunities —and *presents temptations* for speed work, and as soon as people find out that they can do it with Kodak-ease and that the camera costs, complete, but $60.00, there is going to be a tremendous increase in interest in this class of work. Incidentally the 1A Speed Kodak is perfectly adapted to time exposures and to *slow instantaneous* pictures indoors, and it is therefore by no means a one purpose camera. The 1A Speed Kodak is not an experiment; it is a careful combination of two successes, the Kodak cartridge film system and the GRAFLEX Focal Plane Shutter.

The much more bulky and expensive 4A Speed Kodak is selling steadily, and will continue to sell to people who want the large pictures. It's a good camera, and it is worth your while to push it, but you can sell more of the 1A Speed Kodaks, for the same reason that you can sell more 1A Folding Pockets than you can 4A Foldings. There are more people who want the smaller camera, and there are more people who are willing to spend the smaller price. But you can't sell it so very often unless you stock it—show it. It will be ready about May 25th, and just as soon as we have a full supply will be widely advertised. Uses No. 1A F. P. K. film.

3A FOLDING BROWNIE

Here is an addition to the Brownie line that is going to give a most remarkable boost to the amateur business. The combination of a 3¼ x 5½ folding cartridge film camera with a $10.00 price is sure to be popular. And to just help it along still more we furnish this camera with a double lens at $12.00. It uses the regular 3A Kodak film, has the reliable F. P. K. Automatic Shutter with pneumatic release, and as shown by the illustration, is a compact and attractive camera. The construction, covering, etc., is the same as the other Folding Brownies. No, it is not going to hurt the sale of the 3A Kodak. Perhaps it would



A New Member of the Brownie Family

have in some instances had the 3A not been improving, but the Kodak Ball Bearing Shutter is the touch that will keep that pride of the Kodak family in its place at the front of the procession. Then, too, the Kodak has its aluminum body, full leather finish and superior construction to attract and convince every customer that can possibly afford to pay the $20 price. The 3A Brownie may seem like a good deal for the money—but so is the 3A Kodak. Uses No. 3A F. P. K. film.

MINOR NEW GOODS

The new lenses, new Kodaks and new Brownies are what interest you most, but there are other new goods in the 1909 catalogue that are worth your attention. Brownie Post Cards (2¾ x 4¼) in Velox, Solio and Blue Print paper are going to be good sellers to the children, and the new Card Mounts and Snap Shot Albums help to round out and complete the already attractive sundry line.

A COMPLETE LINE

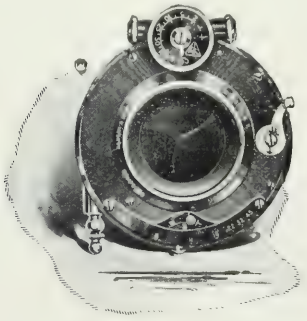
Good as it was a year ago—our line is even better to-day. For both professional and amateur the year has seen the introduction of new and important goods—goods that will help.

We believe in advertising, we believe in our trade policy, but, above all, we believe that our position in the trade depends upon our making better goods than the other fellow *and making them first.*

For many years our belief in this policy has kept our goods and our business at the front. There has been no time when the superiority of our products has been more marked than the present, no time in which we have distanced our competitors more rapidly than during the past year.

ALMOST NEW

Two important items are in the 1909 catalogue that were not in the 1908 catalogue, which though not absolutely new to you are new to the bulk of your customers, and in them both is good business — the No. 3 Brownie and the Compound Shutter.



B. & L. Compound.

The No. 3 Brownie was a phenomenal seller from the moment of its introduction last November. It made a great Christmas record and has kept it up. It's a camera that will sell not only to the children, but to the thousands who enjoy photography, but can hardly afford the higher priced cameras.

The Compound Shutter is not only a good thing of itself, but will help the anastigmat lens business because of its high speed features. Next to a focal plane shutter we consider the Compound the most effective and satisfactory shutter for rapid work, at the same time it is automatic for bulb and time work —a striking convenience.

YOUR ADVANTAGE

You have no competitor handling goods made by other manufacturers whose line can touch yours in films or plate or paper or chemicals or film cameras, in goods for the amateur or goods for the professional, *provided* you carry a fairly representative stock of the goods which we have to offer you. That's one advantage.

You have no competitors handling goods made by another manufacturer whose line is half as well known as your line. There is no competing film camera half as well known as a Kodak, no competing film camera half as well known as the Brownie. There's no competing paper that's half as well known as Velox. And so we might go on with the list through films and papers and plates. And that's another advantage.

And we are making all of these better known every minute. (Did you see that four-

color full-page Ad. in the March *Ladies' Home Journal?* It cost $6,000.00 and there will be another in June). The best magazines in Canada are carrying our ads. and we have the advantage of Kodak advertising in the better U. S. magazines which circulate in Canada. Our 1909 Campaign will be the strongest and biggest and best that we have yet made; a campaign not merely to show the superiority of our products but the broader campaign that *creates new customers* by increasing the interest in photography. The benefit that you get from these advantages of better goods and better known goods depends upon two things —your stock of the goods and your advertising of the fact that you have the goods.

THE CATALOGUES

Sample Kodak Catalogues are now being mailed to all dealers, and shipments in quantity will begin immediately, the most remote points being cared for first. All dealers will, we expect, have received their first allotment by the end of the last week in May.

The Zeiss Kodak Anastigmat Lenses

mean big business.

Study the Special Equipment Field.

THE CAMPAIGN

In the course of a conversation on advertising topics an advertising man, representing one of the biggest and strongest magazines in the field, said to us the other day: "There's no doubt about the prestige that the big and well advertised magazine that itself carries lots of advertising, adds to the strength of an advertiser's proposition. But there is one thing that we advertising men must admit, and that is that Kodak is bigger than any of us. Your goods are better known than any magazine in the country."

We were pleased to hear him say it, otherwise we wouldn't be human, and we also modestly admit that he was right. And this reminds us of another recent happening. Not long ago a woman in a distant part of the country wrote to one of the Kodak Companies making enquiry as to a certain firm located in the same city As there had been several enquiries of a similar nature, the woman was written asking if she had been referred. This was her reply: "Your name was not given me as a reference but as you advertise in the best magazines I thought I could rely on you to tell me the truth."

Mr. Dealer, do you want anything better than to have your possible customers approach you in a frame of mind that means they have confidence not only in you but in the goods you handle? Can you afford to let pass an opportunity to connect your name with the goods in

which people have confidence because they have known them intimately through their favorite magazine for a quarter of a century?

And don't be confused by attempts at convincing you that will be made by splurge advertisers—the people who go in once or twice in two or three publications and then send you copies of their advertisements to show what they are doing. It's the every month in the year, year in and out advertising that really counts—that's the kind we are doing for you. Several magazines for May are carrying Kodak ads. *for you.* Here is a partial list of Canadian Publications which will help make "Kodak" more widely known throughout the Dominion:

Canadian Courier,
Canadian Magazine,
Canada West.
Home Journal,
Rod & Gun,
Outdoor Canada,
Westward Ho,
Westminister.
Busyman's.

This is not a complete list but just a few of the magazines of general circulation in which we advertise. In addition to our magazine advertising we are using space in a number of papers, such as:

Toronto Saturday Night.
Family Herald & Weekly Star, of Montreal,
Manitoba Free Press & Prairie Farmer,
Farmer's Weekly Telegram, of Winnipeg,
Saturday Daily Telegram, of Winnipeg.

Then again our campaign is helped by the Kodak advertising in the better United States magazines which circulate in Canada, such as:

Cosmopolitan,
Country Life,
Life.
Ladies' Home Journal,
McClure's,
Outing,
Saturday Evening Post,
Youth's Companion.

These will not only contain full page ads. inside, but most of them will have back covers in color.

Tie yourself to that campaign in every way: Stock the goods; advertise them in your local newspapers (we furnish cuts gratis); advertise them in the street cars (we furnish signs gratis); advertise them in your show windows (we furnish signs and pictures gratis); advertise them through the mails (we furnish booklets gratis).

About Booklets

About June 15th we shall ship every active dealer a supply of signs for counter and window display. *Other advertising matter is sent on request only.*

In about another month our Brownie Booklets and our Summer Booklets (32 page, condensed catalogue, 3½ x 5½ inches) will be ready. These, remember, are furnished ON REQUEST ONLY and to gain time it will be well for you to put in an advance order to be filled "when ready." In this connection it should be remembered that the Brownie and "Summer" booklets are for

mailing list use—that we expect the regular Kodak Catalogues to be reserved by you for requests only.

Those Post Cards

The 1909 Advertising Postal announced in our April number has been very favorably received by the trade. We have had a good number of orders, and it was not only the large dealer who ordered the postals, but to our surprise, several dealers in small towns took advantage of the offer. Don't overlook them —there is a lot of good business to be got by these cards, if used in the right way.

Newspaper Cuts

We shall have a new sheet of newspaper cuts in a few weeks, but meanwhile there are a lot of good cuts in the old sheet that most of you haven't used yet. They will help.

All Good

All honest, straightforward advertising does good. Some of you can use one kind better than another. Your location, your class of trade, your local conditions as to newspapers and street cars, your show windows—all these have a bearing on *how* you should go at it. Some of you can use one or two methods—some can use all methods. None, in view of the attractiveness of the Kodak line and the Kodak advertising, can afford to "wait for trade to come."

Everywhere the Kodak habit is growing. Make the most of it.

THE BEST DO

When the amateur asks you: "Do you really believe that tank development gives the best results?" just tell him the facts about the professional photographers. Tell him that most of the best photographers now use tank development for their daily work. Point out the fact that the professional with all his skill, which the amateur has not, and with his well appointed dark room, which the amateur has not, *still* finds it to his advantage to use the Tank instead of the old dark room methods, because he gets better results.

Then ask the question: If the tank is worth while for the professional, with his experience and facilities, is there any question about it for you, who, begging your pardon, have neither?

Such argument seems to us to be unanswerable.

1909
STREET CAR CARDS

For a starter, we have four new street car signs, and thanks to our last Kodak advertising competition, we have something unusually attractive. Three of these signs (Nos. 712, 767, 778) are in four colors. There's not too much reading matter, and what there is is right to the point. It interests people in the Kodak habit, and lets people know that the dealer whose name the card bears is a wide-awake merchant in Kodak goods.

We have been keeping tabs very closely on street car work during the past three or four years, and find that this form

NET COST TO DEALER

SPECIAL LENS AND SHUTTER EQUIPMENT

The No. 1A Special, No. 3, No. 3A, and No. 4 Folding Pocket, No. 4 Screen Focus, No. 4A Folding Kodaks, No. 1A and No. 4A Speed Kodaks may be equipped as below: Wherever any of the lenses is not listed with a B. & L. Auto Shutter it is because such lenses cannot be worked at full advertised aperture with the B. & L. Auto Shutter. Price of Speed Kodaks includes Focal Plane Shutter only. These prices include Kodak, Lens and Shutter complete.

	Fitted with B. & L. Zeiss Tessar Lens, Series II-B, *f*. 6.3			Fitted with Cooke Lens, Series III-A, *f*. 6.5			Fitted with Zeiss Kodak Anastigmat Lens, *f*. 6.3		
	Compound Shutter	Volute Shutter	B. & L. Auto. Shutter	Compound Shutter	Volute Shutter	B. & L. Auto. Shutter	Compound Shutter	Volute Shutter	B. & L. Auto. Shutter
No. 1A F. P. K. Special,	No. 4 Lens, $40.30 0 Sh.	. . . .	No. 4 Lens, $35.60 1 Sh.	No. 3 Lens, $36.30 0 Sh.	. . . .	No. 3 Lens, $31.60 1 Sh.	No. 2 Lens, $31.97 0 Sh.	. . . .	No. 2 Lens, $27.27 1 Sh.
No. 3F. P. Kodak,	No. 1 Lens, $42.00 0 Sh.	No. 1 Lens, $45.75 1 Sh.	No. 1 Lens, $37.30 1 Sh.	No. 3 Lens, $38.00 0 Sh.	No. 3 Lens, $41.75 1 Sh.	No. 3 Lens, $33.30 1 Sh.	No. 2 Lens, $33.67 0 Sh.	No. 2 Lens, $37.42 1 Sh.	No. 2 Lens, $28.97 1 Sh.
No. 3A F. P. Kodak,	No. 5K Lens, $52.61 1 Sh.	No. 5K Lens, $54.48 1 Sh.	. . . .	No. 4 Lens, $43.28 1 Sh.	No. 4 Lens, $45.15 1 Sh.	No. 4 Lens, $37.00 1 Sh.	No. 4 Lens, $42.28 1 Sh.	No. 4 Lens, $44.10 1 Sh.	. . . .
No. 4 F. P. Kodak,	No. 5K Lens, $52.61 1 Sh.	No. 5K Lens, $54.48 1 Sh.	. . . .	No. 4 Lens, $43.28 1 Sh.	No. 4 Lens, $45.15 1 Sh.	No. 4 Lens, $37.00 1 Sh.	No. 4 Lens, $42.28 1 Sh.	No. 4 Lens, $44.10 1 Sh.	. . . .
No. 4 Screen Focus Kodak,	. . . .	No. 5K Lens, $59.70 1 Sh.	. . . .	. . . .	No. 4 Lens, $50.37 1 Sh.	. . . .	. . . .	No. 4 Lens, $49.37 1 Sh.	. . . .
No. 4A Folding Kodak,	No. 6 Lens, $71.34 2 Sh.	No. 6 Lens, $73.03 2 Sh.	No. 6 Lens, $63.13 2 Sh.	No. 6 Lens, $59.01 2 Sh.	No. 6 Lens, $60.70 2 Sh.	No. 6 Lens, $50.80 2 Sh.	No. 5 Lens, $57.01 2 Sh.	No. 5 Lens, $58.70 2 Sh.	No. 5 Lens, $48.80 2 Sh.
No. 1A Speed Kodak,	No. 4 Lens, $48.84 S. Focal Pl.	L. Series, IC. No. 14 $52.84 S. Focal Pl.	. . . .	L. Series, IV No. 25 $45.84 S. Focal Pl.	. . . .	. . . .	No. 2 Lens, $40.51 Focal Pl.	. . . .	. . . .
No. 4A Speed Kodak,	No. 6 Lens, $75.00 S. Focal Pl.	. . . .	. . . .	No. 6 Lens, $62.67 S. Focal Pl.	. . . .	. . . .	No. 5 Lens, $60.67 S. Focal Pl.	. . . .	. . . .

LIST PRICE

SPECIAL LENS AND SHUTTER EQUIPMENT

The No. 1A Special, No. 3, No. 3A, and No. 4 Folding Pocket, No. 4 Screen Focus, No. 4A Folding Kodaks, No. 1A, and No. 4A Speed Kodaks may be equipped as below: Wherever any of the lenses is not listed with a B. & L. Auto Shutter it is because such lenses cannot be worked at full advertised aperture with the B. & L. Auto Shutter. Price of Speed Kodaks includes Focal Plane Shutter only. These prices include Kodak, Lens and Shutter complete.

	Fitted with B. & L. Zeiss Tessar Lens, Series, II B, *f.* 6.3			Fitted with Cooke Lens, Series III-A, *f.* 6.5			Fitted with Zeiss Kodak Anastigmat Lens, *f.* 6.3		
	Compound Shutter	Volute Shutter	B. & L. Auto Shutter	Compound Shutter	Volute Shutter	B. & L. Auto Shutter	Compound Shutter	Volute Shutter	B. & L. Auto Shutter
No. 1A F. P. K. Special	No. 4 Lens, $58.80 0 Sh.	. . .	No. 4 Lens, $53.00 1 Sh.	No. 3 Lens, $52.80 0 Sh.	. . . .	No. 3 Lens, $47.00 1 Sh.	No. 2 Lens, $46.30 0 Sh.	. . . .	No. 2 Lens, $40.50 1 Sh.
No. 3 F. P. Kodak,	No. 4 Lens, $61.30 0 Sh.	No. 4 Lens, $66.30 1 Sh.	No. 4 Lens, $55.50 1 Sh.	No. 3 Lens, $55.30 0 Sh.	No. 3 Lens, $60.30 1 Sh.	No. 3 Lens, $49.50 1 Sh.	No. 2 Lens, $48.80 0 Sh.	No. 2 Lens, $53.80 1 Sh.	No. 2 Lens, $43.00 1 Sh.
No. 3A F. P. Kodak,	No. 5 K. L. $76.90 1 Sh.	No. 5 K. L. $79.40 1 Sh.	. . . .	No. 4 Lens, $62.90 1 Sh.	No. 4 Lens, $65.40 1 Sh.	No. 4 Lens, $55.00 1 Sh.	No. 4 Lens, $61.40 1 Sh.	No. 4 Lens, $63.90 1 Sh.	. . . .
No. 4 F. P. Kodak,	No. 5 K. L. $76.90 1 Sh.	No. 5 K. L. $79.40 1 Sh.	. . . .	No. 4 Lens, $62.90 1 Sh.	No. 4 Lens, $65.40 1 Sh.	No. 4 Lens, $55.00 1 Sh.	No. 4 Lens, $61.40 1 Sh.	No. 4 Lens, $63.90 1 Sh.	. . . .
No. 4 Screen Focus Kodak,	. . . .	No. 5 K. L. $87.30 1 Sh.	. . . .	. . . .	No. 4 Lens, $73.30 1 Sh.	. . . .	. . . .	No. 4 Lens, $71.80 1 Sh.	. . . .
No. 4A Folding Kodak,	No. 6 Lens, $104.95 2 Sh.	No. 6 Lens, $107.20 2 Sh.	No. 6 Lens, $94.00 2 Sh.	No. 6 Lens, $86.45 2 Sh.	No. 6 Lens, $88.70 2 Sh.	No. 6 Lens $75.50 2 Sh.	No. 5 Lens, $83.45 2 Sh.	No. 5 Lens, $85.70 2 Sh.	No. 5 Lens, $72.50 2 Sh.
No. 4A Speed Kodak,	No. 4 Lens, $72.50 S. Focal Pl.	L. Series, IC, No. 11 $78.50 S. Focal Pl.	. . . .	L. Series IV No. 25 $69.50 S. Focal Pl.	. . . .	. . . .	No. 2 Lens, $60.00 S. Focal Pl.	. . . .	. . . .
No. 4A Speed Kodak,	No. 6 Lens, $111.50 S. Focal Pl.	. . . .	. . . .	No. 6 Lens, $93.00 S. Focal Pl.	. . . .	. . . .	No. 5 Lens, $90.00 S. Focal Pl.	. . . .	. . . .

KODAK

Doubles the Charm of the Out-of-Doors Days.

All the New Kodak Goods, Skillful Developing and Printing.

RICHARD ROE & CO.
1001 TRIPOD AVE.

NO. 712. FOUR COLORS.

Take a KODAK with you

We have them--including the new 1909 goods. Films developed promptly and carefully.

RICHARD ROE & CO.
1001 TRIPOD AVENUE.

NO. 767. FOUR COLORS.

THEY *ALL* REMEMBERED THE

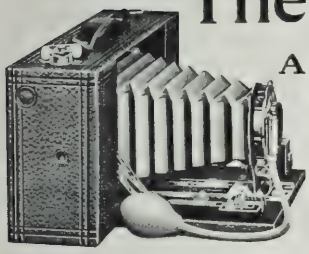
KODAK

Don't forget to take one with you--and when you return remember too that we develop and print promptly and with painstaking care.

Everything for the Amateur.

RICHARD ROE & CO.
1001 TRIPOD AVENUE

NO. 778. FOUR COLORS.



The 3A Brownie

A new daylight-loading Folding film Camera from the Kodak factory for

3¼ x 5½ Pictures, at $10

Do., with Double Rapid Lens, $12

ALL THE NEW KODAK GOODS

RICHARD ROE & CO., 1001 Tripod Ave.

No. 666. RED AND BLACK.

of advertising has in nearly every case proved profitable to the dealer who has used it. Of course it needs attention. New copy now and then is imperative. Christmas cards that are allowed to run until June won't prove profitable; pictures of a summer girl, on a card appealing to the public to take along Kodaks on the summer vacation, won't prove profitable in January. But timely use of our cards does pay, and the cards we announce *are* timely. They will help the dealer take advantage of the tremendous magazine publicity we are again giving the Kodak line.

Conditions

It is obvious that no two dealers in the same town would care to use the same cards. In filling orders for street car cards we shall, therefore, give the preference to the first dealer who applies from each city, but will not furnish him more than one kind of a card until we are satisfied that the other dealers in his town are not interested. When there is only one dealer in a city who uses the cards he can run through our entire line and when it is exhausted we will get him up new cards if he wants them.

These cards are of the standard street car size, 11 x 21 inches, and are to be furnished *for street car use only.* They are too expensive and too perishable for fence tacking or similar purposes.

In ordering, please tell how many cards you need and indicate by number the style of card wanted.

We particularly request that you order only as many as you require. They are too expensive to waste.

Royal Nepera—pure white

The 3A Folding Brownies—
the 1A Speed Kodaks—
the Zeiss Kodak Anastigmat Lenses—
the Kodak Ball Bearing Shutters,
to say nothing of the little new things and the Big Advertising are going to make nineteen nine a record Amateur Year.
Are you ready?

THE KODAK ON THE FARM

There's more business to be had from the farm people than most of us have realized. And we are not so sure that it will be in the cheaper class of goods either. Where, a dozen years ago the farmer was buying melodeons and cheap organs he is now buying pianos. He has a telephone in his house. Wheat has been soaring away up for some time past and other cereals bring good prices. So do the other products of the farm—beef, eggs, butter, etc. On the whole, the income of the farmer is in a more healthy state than that of the average city man. The mortgage that bothered him so long has been paid off, the barn has been painted, the children are getting a good education, and he has something left over for the luxuries of life.

Why shouldn't he buy Kodaks and Brownies? If he doesn't his sons and daughters will. There's every temptation, for he is surrounded by splendid photographic opportunities and in the photographing of stock that he may have to sell, there's a practical as well as a pleasure side of the photographic proposition to present to him. He is a hard worker and has hitherto been obliged to take life almost too seriously. His life and the life of his family is not however the steady all the year round grind that the city man undergoes. One month he may work like a slave —the next month he may find comparatively little to do and time is likely to hang heavily, especially on the hands of the

young people. The Kodak will help at such a time, and now that the Film Tank has simplified development and there are so many easy printing processes, there is much to attract him.

This talk may not be interesting to the dealer in a large city —in fact, it is not intended for him—but there are thousands of Kodak dealers in the smaller cities and towns whom it should interest. Frankly, we went first after the high class city trade—the tourist trade. It was the easiest to get, offered the line of least resistance. The very highest grade magazines were the only ones used—then came the cheaper cameras and with them the campaign for the business of the wage earners. They bought cheaper cameras but they consumed supplies, and *that* business is growing. There isn't to be one iota of let up in the work for further increasing the trade with the city people and town people, but there's a farm trade that we will admit never having properly gone after up to the present year.

We want that trade. You want it. If we work hand in hand, we can get it. Our start was made this spring with a line of advertising in a list of the best farm papers. We have been talking Kodaks and Brownies and simplicity, and this advertising will bring thousands of inquiries, but we believe something more is necessary. We want first to get the farm people interested in having pictures of those things that appeal to them. Our half dozen or more booklets on home portraiture and photographing the babies have had their effect. The Kiddies are being photographed as never before. And so we are publishing a new booklet, "The Kodak on the Farm." It contains some twenty pictures of farm life, points out in the text many of the ways in which a camera may be profitable or pleasureable on the farm, and briefly explains the simplicity of the Kodak system and the Tank methods of development. Then follow a few pages of matter descriptive of the cameras themselves, in which the more popular models are briefly described. The little book is now ready and we are advertising it extensively in farm papers just as we have advertised our various home portraiture booklets in the magazines as, "free at the dealers or by mail."

Every dealer who has country trade should have a few of these booklets for distribution. If he has previously made himself known to the farm trade as a Kodak dealer, he will unquestionably get inquiries for them. If he has not, he should at least distribute them wisely. We will supply these books in limited quantities to all dealers who have country trade, *upon request*. When we receive direct inquiries from the result of our farm paper advertising, we shall keep to our usual rule and follow up the mailing of the booklet by a letter to the inquirer telling him who the nearest dealer is, and shall also notify such neighboring dealer of each new "prospect."

Of course, Mr. Dealer, all this is not going to do you a lot of good unless you do your part. First, you must remember that unless you have a fair stock of goods the "prospect" is likely to look elsewhere after having called on you. He can see no particular advantage in having you "order it for him" when, from the catalogue, he has decided on what he wants. When we furnish you with the name and address of an active prospect that has cost us both time and money and have asked him to call on you it is no more than fair for us to expect reciprocity on your part—expect that you have the goods to show him. And in the working up of this farm trade you can do much with a mailing list. You have, or can obtain, lists of the well-to-do farmers in your locality. We believe it will pay you to mail the booklet to them. At any rate, we are willing to furnish the booklets with your imprint, if you will *mail* them, and the cost to us will be greater than to you.

"The Kodak on the Farm" will measure 5½ x 7¾ inches. (same size as the Kodak Catalogue) and contain 32 pages of matter that should help *your* business. The cover is a harvest scene done by four-color process work and cannot fail to attract favorable attention.

This, then, is the outline of the manner in which we propose to begin our campaign for the country trade. It must be educational, for the demand must be created. Country people are very much like the rest of us after all and when they come to a realization of what the Kodak has to offer them, there's no reason why they should not buy. They have as much money and as much time as most of us. They had a good crop for which they got good prices, and the "corner" meant a nice gain to our Canadian farmers though their brethern across the line were not in a position to reap the full benefit of the rise in wheat. Will you help interest them in photography? How many farm booklets can you use to advantage? And, incidentally, are you carrying as many Kodak goods as the conditions warrant?

MOUNTS

In order that the Mounts we are listing for 1909 should come up to the rest of the good things in the Kodak catalogue, we have put three new styles on the market and discontinued one. The Bismarck is the Mount that we are no longer listing. The new cards are Rivera, Corsican and Huronic, and, with the well known Lagoon, Spartan and Tourist styles, give our dealers the best line of amateur cards in the country. You will find prices and descriptions of the several lines in the catalogue, but there are some features of the cards to which we invite your attention. First of all, nothing but high-grade stock has been used in turning out the different styles. One of the most desirable features in a Mount is simplicity backed by good quality. Our cards are made with

no elaborate, fanciful design, but with that simplicity and taste that set off any print to the best advantage. Yes, our Mounts are right in line with other Kodak goods. To replace the Bismarck, we are listing the Huronic, which comes pretty close to the Bismarck in price, and is a better card. Made in Ash Gray and White with a very simple design it has that quality imparted by a linen finish which appeals to every amateur. The Rivera is a medium weight card with bevelled edges and a leather finish. The border design around the print is nicely engraved, and with extra wide margins for landscape work this card will sell readily to amateurs who want the best. Made in Jet Black, Artists Brown and White.

The Corsican is made in Jet Black, French Gray and Artists Brown, out of the best medium weight stock with a linen finish. It is suitable for both Portrait and Landscape work. This card is not made in sizes larger than 4 x 5.

In addition to putting out cards of the highest quality, we have seen to it that the styles do not overlap, and dealers need have no fear of being stuck with a lot of cards of the same style. In the course of a few days each dealer will receive a sample of each style with the prices printed on the face of the card.

ANGELO CHEMICALS

Some of our customers may not know that we supply chemical preparations for Angelo Paper from Toronto, and may have been under the impression that these chemicals had to be ordered from Rochester, N. Y. Below we give the prices at which Angelo chemicals are supplied from Toronto.

For Angelo Developer, for Black and White—

1 lb. package	$0.60
½ lb. package	.35
¼ lb. package	.20

Angelo Sepia Solution—

64 ounce bottle (U.S. ½ gal.)	$8.00
16 ounce bottle	2.50
6 ounce bottle	1.00
3 ounce bottle	.50
2 ounce bottle	.35

Angelo Sepia Salts—

½ lb. package	$0.30
¼ lb. package	.15
Amateur Size	.10

Sepia Solution is packed in cases containing 8 half-gallon, 36 pint, 48 six-ounce, 96 three-ounce or 96 Amateur Size bottles.

Sepia Salts are packed in cases containing 72 half-pound, 144 quarter-pound or 144 Amateur Size packages.

Trade Discount.....40%

FOUR GOOD REASONS WHY YOU ARE A KODAK DEALER

1. The main reason of all is the quality of the goods. Kodak products are recognized all over the world as standard. For proof of this, notice how often competing goods are compared with our products, and any boost that is given a new line is always on the basis of such a comparison. Further note that our products have never been forced into second place.

2. We are the only photographic manufacturers who look after the dealer. Our interest is not

to load him up with a lot of perishable goods and leave him there. On the contrary, if the dealer is willing to co-operate with us, we endeavor to make his Photo Dept. a live concern. To prove this, consider the effect of our general advertising—FOR not AT the dealer—and the matter we supply to dealers individually. What has any other concern done for the dealer in this respect?

3. Kodak means progress. Investigate and you will find that most of the new business producers in amateur photography are introduced by the Kodak people. Instances—the Brownie cameras, Brownie Enlarging cameras, Brownie Postals, etc. We grow with the advance of the times and do not have to be forced forward.

4. "Made in Canada" is a motto that manufacturers like to put on their goods. We do not claim that all our goods are Canadian made, but 70% of what we sell is produced right here in our own factory, and we are building an addition to our premises which will enable us to bring still more under the "Made in Canada" classification.

REPAIRS TO PREMO AND CENTURY CAMERAS

Some of our customers who handle the Premo and Century Cameras have experienced difficulty in getting these cameras satisfactorily repaired. We can make repairs on Premo and Century Cameras and we would suggest that any of our customers having such work to be done send their cameras to us for that purpose and they will find our charges reasonable.

DEVELOPER POWDERS

There is a change in our Powder business which will commend itself to the Trade. Hereafter Eastman's Special, M. Q., and Pyro Powders will be put up in sealed glass tubes, five tubes to a box, at 25c. per box. Each tube will make four ounces of developer. We have also added the Nepera M. Q. N. A. Powder, put up in a box of five sealed glass tubes, at 75c. per box. Each tube will make four ounces of developer for Regular Velox or eight ounces for Special. There is a good demand for powders put up in tubes on account of the obvious advantage and the N. A. qualities of the Nepera Powder will appeal to people who travel and do not care to take a bottle of solution with them.

Discount on Developer Powders in tubes 40% in any quantity.

Powders previously put up in paper packets will still be supplied in the old form.

FILM PACKS

There is a new size of Film Pack for use with one of the latest Premos. This pack is 2½ x 4¼ and sells at 50c. Discount 25%, as on other Packs.

ORDER 3A BROWNIES NOW—AND MAKE SURE.

The
Modern Way
in Picture Making

A book that will help you sell more goods by helping your customers make good use of what they already have

Price **$1.00** Price

Discount - - - 35 per cent.

No matter what kind of paper your amateur customer uses, there's a

POST CARD

that he will know how to work.

Remember Brownie Postals.

KODAK

THREE'S NO CROWD

WHEN THE THIRD'S A

KODAK

Anybody can Kodak. No Fuss. No Bother.
No Dark Room.

KODAKS, - - - - - *$5.00 to $100.00*
BROWNIES (they work like Kodaks), *$1.00 to $12.00*

Come in and see the new things from the Kodak factories.

RICHARD ROE & CO.

Double Column Cut No. 278. Single Col. No. 285.

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VI. No. 2. TORONTO, CAN. JUNE, 1909.

RED AND BLACK

And again, better. Kodak was the first transparent film; Kodak was the first daylight loading film; Kodak was the first orthochromatic film; Kodak was the first non-curling film. All along Kodak has been the most dependable film.

Whatever can be done from time to time to improve Kodak film, mechanically or chemically, is done—regardless of the cost. The newest improvement is the use of a double-faced paper in the cartridges—black on one side, red on the other. For years we have been experimenting to overcome the defects which always will appear in black paper, defects which undesirably affect the keeping quality of the film itself. By closest attention to detail, by untiring effort, we improved it materially, but still it lacked the perfection we are always looking for in Kodak products. You see we are not easily satisfied. The problem has now been solved in the new Kodak cartridges by the use of a paper that is red on the side which comes in contact with the film. The new paper has far less effect on the keeping quality of the film and *absolutely does away with number markings.*

The tests have been thorough. They have literally extended over years, and the new product is placed on the market with the fullest confidence of increased reliability. It puts Kodak film another long stride ahead of its imitators.

Kodak Film has all along been best in speed, latitude, orthochromatic quality, non-curling feature and dependability. In the parlance of Marathon enthusiasts, it has again "lapped the field."

NON-ABRASION M—Q DEVELOPER

Here's a new developer for Velox and Azo in popular form —three for a quarter.

There is a good field for a

non-abrasion developer in powder form put up in tubes. We have made the package attractive, and the "Kodak tested chemicals" quality is there. No bromide is required. It's all the amateur asks in the way of convenience, and it will help business because it will help them get good results.

Price per carton containing 3 tubes ..... $ .25
(Each tube will develop 40 4x5 prints).
Discount to the trade, 33⅓%.
Do., case lots (24 pkgs.), 40%.

THE AUTOTIME SCALE

A thorough test of the merits of the Autotime Scale has convinced us that it ought to be a part of the Kodak system of picture making. Its simplicity appeals at once to the amateur who is uncertain as to what stop and what shutter speed to use, and it has been demonstrated that it helps the novice solve many a problem that to him is a knotty one. We take pleasure, therefore, in announcing that we have purchased the Autotime Scale business and patents, and all orders for the goods should hereafter be directed to us.

Whatever helps to make picture making simpler for the beginner and helps him get better results, is a help to the whole business. 'Twas for that reason that we purchased the Autotime Scale business, and for that same reason the dealer should push the sale of this ingenious simplifier. But, incidentally, Mr. Dealer, there's a very handsome present profit for you in Autotime Scales.

NO BROKEN PACKAGES

Under our terms of sale, papers are not to be sold in broken packages. The reason for this ruling is obvious. Broken packages mean thumb-marked paper, abraded paper, fogged paper, and paper with diminished keeping qualities. For the good of our consumer customers, for the reputation of our goods, and therefore *for the good of the dealer,* we consider a strict enforcement of the clause in our terms of sale which refers to broken packages to be as imperative as any other.

Some dealers have apparently considered this matter lightly. We do not take it that they have purposely ordered the large packages premeditating the breaking of same for the sake of an increased profit, but have simply broken them, on the spur of the moment, on the demand of an insistent customer. Even this, however, we consider to be poor policy in the long run, and is an infringement of the terms of sale which we shall not overlook.

3A BROWNIES: Order now or you will lose business.

Those dealers who have not yet taken advantage of the Post Card Plan announced in the April Trade Circular must get their orders in promptly or they will be too late to realize the benefits.

PHOTOGRAPHIC FILMS

From the Quarterly of the National Fire Protection Association (U.S.A.).

The following tests were made in order to make some estimate of the hazard of celluloid films packed in boxes:

TEST No. 1. Made in a small metal oven open at the bottom, with gas flame underneath. Two films were placed in upper part of oven, resting on a metal rack. On this same rack was a small piece of pine wood and thermometer, which came about to the same level. These two films were packed in the usual way, surrounded by paper, and put in a cardboard box. Outside dimensions of box were 3 x 1¼ x 1¼″. The film proper was about 2½″ wide and 30″ long. It was tightly rolled and had a loose backing of black paper. The oven was heated by a Bunsen burner placed underneath. Rise in temperature was as follows: temperature at start, 80 degrees; one minute, 125; two minutes, 168; three minutes, 206; four minutes, 235; five minutes, 258; six minutes, 272; seven minutes, 288; eight minutes, 308; and nine minutes, 330. At this time considerable smoke was being evolved and thermometer was removed, smoke continued and appeared to come mostly from the piece of pine wood. Later, one of the film boxes began to char. At the end of twenty-seven minutes no flame had appeared, and, while the wood was considerably charred, the film boxes were only slightly so. A handful of excelsior was introduced under the films and soon caught fire from the Bunsen flame. This set fire to the two boxes of films as well as to pieces of pine wood, and both were allowed to burn until consumed. The boxes of films did not burn with particular fierceness, and acted in no way different from what would have been expected had there been no celluloid present.

TEST No. 2. Film was taken out of box and unrolled, then loosely rolled up again. This was placed in oven in a similar manner as in previous test. Rise in temperature was as follows: one minute, 170 degrees; two minutes, 278; three minutes, 358; four minutes, 400. At the end of four minutes the thermometer was withdrawn. At about six minutes the film began to smoke. This continued without blaze until test was stopped at the end of ten minutes. Upon investigation, the celluloid was found to be destroyed and the whole mass was soft and punky, being quite thoroughly carbonized.

TEST No. 3. Film was removed from spool, rolled up moderately tight and held with a piece of wire. It was heated in a similar manner as in previous test except that the film was placed directly over the piece of sheet iron, against which the Bunsen burner played. In less than a minute it began to smoke and continued to evolve fumes.

An open flame was then applied and it took fire, burning at the end like a torch. It did not burn with any particular fierceness, and after a few minutes it was removed from the flame and was found to be carbonized as in previous test.

CONCLUSIONS. From these tests it would appear that celluloid films packed in the ordinary manner in pasteboard boxes are not particularly hazardous. They do not ignite at unusually low temperatures and do not burn fiercely when on fire. In fact, burning qualities appear to be comparable with those of soft pine wood.

There is no reason to fear that sprinklers will not properly control a fire in such goods.

There is a possibility, however, that if a large quantity was on fire enough gas might be generated to cause trouble.

Gorham Dana, *Manager*,
The Underwriters' Bureau of
New England.

NEW CUTS

In a few days we shall mail a copy of our new cut sheet. It not only shows all of the Kodaks in half-tone, and stipple and line, but it has many good designs for use in newspaper advertising. There is a score of new ones, and some of the most popular of the old ones are repeated. We shall be glad to furnish cuts without charge to any Kodak dealer to the full extent of his requirements. Order by number, please.

Scouting for Shadowgraphs

Catching glints of sunshine sprinkled
through the glen,
Roping Nature's treasures—branding them, and then
Shooting into substance shadows as they change,
With my witching Kodak; when I find the range
Oh, witchery of Kodakry!
Of Labor, Love and Laugh;
In rain and shine all these combine
To catch the shadowgraph.

Courting Mother Nature, every little while
Catching glints of gladness in her every smile;
Groups of happy children in their joy and glee,
Shouting all in chorus "Won't you kodak me?"
Oh, Kodakry! your witchery
Makes groucherinos laugh;
And Pessimist turns Optimist,
With smiles for shadowgraph.

Yours in clouds or sunshine,
J. W. CRAWFORD.
"Capt. Jack."

The
Lens of
Quality
for
Cameras of
Quality
Zeiss-Kodak
Anastigmat
f.-6.3

ON SUSPICION

The smallest dealer in the smallest store on a back street in the smallest town can't afford to be without the new 3A Folding Brownie with double lens—list price $12.00.

They sell on suspicion—on sight—from a catalogue—but they will sell ten times as fast on examination.

They will bring your Brownie trade up to using 3¼ x 5½ films and that means a bigger income from film, from paper, from mounts, from chemicals, from developing and from printing.

The 3A Brownie, properly handled, won't bring people down from Kodaks—it will bring them up from the smaller Brownies. The advantages of the 3A Kodak are obvious—smaller size, aluminum construction, better finish, the Kodak Ball Bearing Shutter, the rising and sliding front, all these features, together with the less tangible but nevertheless all important fact that it is a *"real Kodak"* will easily enable the 3A Kodak to hold its own with those who can afford to pay the $8.00 difference in price between it and the 3A Brownie.

But! There is a lot of people who have Brownies but want larger pictures. The 3A gives them much for their money. With the single lens at ten or the double lens at twelve dollars, you can attract them if you will show the goods.

Stock them early or you are likely to miss the profits on this new good thing from the Kodak factories for this season. The orders are already coming fast. When more people know they will come still faster.

NEW PACKAGES

There have been a number of requests for Nepera Developing Powders in smaller than our regular packages. It is also likely that the sale of a smaller package will help introduction and thereby lead to an increase in the sale of the large package. We have therefore prepared to furnish Nepera Developing Powders in quarter size package at 50 cents. Each package contains sufficient powder to make 16 ounces of concentrated solution—the equivalent of Velox Liquid Developer. Discount to the trade, case lots 24 packages 40%. Less than case lots 33 1-3%.

We have, too, a new way of putting up Potassium Bromide. It's convenient because one powder dissolved in one ounce of water makes a 10% solution. Therefore we call them Eastman's 10% Bromide Powders. There are four powders (each sufficient for one oz. 10% solution) in each 5 cent package and there are 24 of these 5 cent packages (96 powders) in each carton. They are "tested chemicals" of course, are very convenient for the amateur trade and the discount is 40%.

SCHOOL OUT—
BROWNIE TIME.

STOCK THE—

No. 3A Folding Brownie

The new Camera that tops the Brownie Class.

It offers the popular Post Card size pictures at a price that will tempt the thousands of Brownie owners who are, and are to be.

SINGLE LENS, - - $10.00
DOUBLE LENS, - - $12.00

DID THE BUSINESS

Of course he won out.

The man with the *real* goods that are advertised has his competitor with the un-advertised just-as-good-cut-price product hopelessly handicapped. His is the advantage, and he can quickly make the most of it if he just lets people know that he has the *real* goods that they have become more or less acquainted with through the magazines. We recently received a letter from a dealer in a western city of 50,000 people telling his experience. No price cutting was necessary. He had the *real* goods and he simply let the people know it. This is how it happened:

"When I moved to my present location a year ago, I moved next door to the ——dealer, who at that time had a very fair stock of cameras, paper and film. I immediately filled my window nearest to him with Kodaks, displaying as many as fifty at times, also filled the window with hundreds of empty film boxes and other supplies—tanks, carrying cases, etc.; in fact, I crowded everything in the Kodak line into the window, and have continued to do so to let them know that I was here.

"It did the business. A few days ago the——dealer took his sign down from in front of his store, and his stock now consists of about four shop-worn cameras, and I see no paper or films in his stock.

"I thought it might be of interest to you to know this. I do not know of any——goods for sale in this city at present."

By the way. Have you stock enough for a good window display?

CORRECTION

In our May number, page 18, under heading Developer Powders, we were in error in stating that Eastman's M.Q. Powders were put up in boxes of 5 sealed glass tubes at 25c. per box. While the Eastman's M.Q. is not supplied as stated there, we do supply this powder in a box containing 100 tubes at $5.00—discount 40%. The introduction of powders in tubes has met with approval on all hands, and in time will be the only way to put such preparations on the market, owing to the absolute protection against moisture. It may interest the trade to learn that powders were originally put up in sealed tubes only for markets of tropical countries, but the advantages of this method of marketing developer preparations soon created a demand for powders in tubes in the North as well, especially where the air is full of moisture.

NOTICE

To order Royal Plates by wire use the code words for Eastman's Extra Rapid Plates on page 54 of code book; to order Seed's (R brand only) use the code for Seed 26x on page 56.

By carefully noting the above dealers will simplify matters for us and for themselves.

SIGNS, BOOKLETS

Our 1909 assortment of signs, the best, by the way, that we have ever had, will be shipped about the end of June. (Last issue we said June 15, but we have to back up on this.) Each dealer will receive a supply that will go far toward making up many an attractive window display, and will help at all times on the store walls.

Booklets: Our 1909 Kodak summer booklet (a miniature catalogue, 32 pp. $3\frac{1}{2}$ x $5\frac{1}{2}$) is in press, and orders for same should be put in at once. It is just right for mailing to selected lists.

The 1909 edition of the Book of the Brownies is also on the press, and will be ready for delivery very shortly. Vacation days are right at hand, and the Brownie Books can therefore be used to good advantage among the school boys and girls. How many, please?

Remember that these booklets are sent *on request only*. We will not send any to those who do not ask for them.

4 B. E. TEN

When we began making the N. C. Film the thickness over the old film was slightly, ever so slightly, increased. On most cartridges this made no difference, but since the introduction of N. C. it has been a hard matter to properly spool the 4 B. E. 12 exposures cartridges. The flanges were hardly wide enough to carry the film and paper satisfactorily, yet we could not make them wider, because if we did they wouldn't fit the cameras for which they were made. It has therefore been decided to withdraw the No. 4 B. E. 12 exposures and furnish in their stead No. 4 B. E. 10 exposures. These 4 B. E. 10 exposure cartridges will also be No. 4 Panoram 4 exp. Price, 75 cents. Delivery of the new size will begin during the present month.

HITTING THE AVERAGE

If the No. 1 Brownie only had a finder, if the 3A Kodak only took pictures $3\frac{1}{8}$ x $5\frac{5}{8}$ instead of $3\frac{1}{4}$ x $5\frac{1}{2}$, if Solio paper only printed black and white, if Velox paper only printed out, if a certain plate or paper in the hands of one man were only "harder" and in the hands of another were only "softer," it would be just right—and there you are.

We are reminded by the suggestions for alterations in goods that do come now and then of the story, true story by the way, of the old mackerel fisherman. Hard as is the work of these followers of the sea, they often have many hours of leisure between watches, when the mackerel are not schooling. This particular old Salt had a hobby, the whittling out, from large pieces of soft pine, of toy boats. The start of every cruise found him with a nice new chunk of pine some three feet long, and the finish of nearly every cruise found him with a new miniature sloop or schooner that he tried out in the little bay back of his cottage during his days ashore. For many years he had been annoyed by the gratuitous advice of his fellow salts on what the lines of his little boats should be, and found too that even unwittingly he often worked in such suggestions and often, in his opinion anyway, to the detriment of speed or seaworthiness. At last he hit upon a happy expedient.

A long voyage was ahead and he had in mind a certain model that he wanted to try out, so when his dunnage went aboard the "Flying Katie" there were with it two beautiful pieces of the choicest pine that he could find in the shipyard. Work was soon commenced on one of these blocks, and it quickly began to assume the form of a smart fisherman of racy type. Of course his fellow salts immediately evinced a paternal interest.

"She looks good to me," said Bill Teaser, as he puffed at his short, black pipe, "but if I was in your place, Tom, I'd give 'er a wee bit more dead rise."

Patiently Tom laid down his model and began cutting the as yet untouched block—rapidly thinning the wood at the sides until that part of the block looked like the other, but was cut somewhat finer. "Is that your idea, Bill?" he asked. Bill assented, whereat Tom again took up the original block and began work, but without making any change in the dead rise. As he labored, along came young Jim, the new man, who had served the year before as paid hand on a yacht at Bar Harbor. "Pretty smooth looking model ye got there, Uncle Tom," said Jim, "but that bow is way behind the times. You want to make it fuller, and flatten it underneath so she'll get a long sailin' line when she heels to the wind." Tom sighed, and, picking up his other block, carried out the suggestion to young Jim's satisfaction. Then he returned to his original model.

And so it went on. Harry Hakes wanted her to have more freeboard, and John Johnson, an importation, suggested, "I tank you make heem faster mit a longer run by the aft." When it came to the rigging, Sam Small insisted on more hoist to the mainsail and a shorter boom, while Joe Smith stood out for a decided rake aft to the spars. Every suggestion was followed to the letter—in model number two.

The cruise being finished, the mackerel marketed, and the proceeds divided, Uncle Tom invited his nautical advisers to a yacht race on the inlet back of his cottage. A steady breeze was blowing that ruffled the surface, and now and then a miniature white cap flashed in the morning sun. Two beautifully finished model yachts rested on the beach ready for the trial, and on the stern of one was painted "My-Idee," and on the other "Uridees." A coin was flipped for choice of position, and the Uridees won. Her sponsors, of course, picked the windward berth, and Tom told them to trim sail and adjust the rudder according to their notions. This was accomplished after much argument; Tom, meantime, was ready and waiting.

At last the word "cast off" was given by Bill Teaser, and the two craft touched the water just as a favoring puff came across the inlet; the Uridees from her windward position felt it first and shot to the front with a flash that brought hope to the hearts of her backers—then she began

TOO BUSY TO COME?

Then send the man to the Educational Department. 'Twill help your developing and printing profits.

to waltz—to chase her tail like a 3-months-old puppy—she laid down to every puff of wind, and when she straightened up again she spitefully slapped the wavelets with her flat overhanging bow. Then she disgracefully came ashore, stern first. Meantime, My-Idee laid over until her tiny rail was just awash, and settling down to business tripped merrily across the bay, and did it so quickly that Tom Junior, who had started in pursuit in his dinghy, was barely in time to rescue her from a disastrous wreck upon a forbidding boulder that reared to a height of no less than eighteen inches above the surface of the seething sea.

All of which tale is here related, not only to prove that two heads are not always better than one, which proverb has already been successfully disputed, however, by the other proverb that "too many cooks spoil the broth," but to also illustrate the fact that while each individual may have most excellent ideas they can't always be successfully spliced on to other people's ideas. We want to illustrate the fact that the only thing any manufacturer can do is to HIT THE BIG AVERAGE. It is impossible for him to cater to every idea that is wanted by every consumer. If he did his catalogue would be as big as a Webster unabridged, and the dealer's store would perforce be the size of a train shed.

NOTE—The advertising department says "here too." It's cheaper to furnish you, Mr. Dealer, with 500 handsome booklets, which may be part of a million run, than to get up for you the 500 "cheap" but special circulars that you want. Like the manufacturing department, we are obliged to hit the average.

You'll make more money in the long run by selling KODAK TESTED CHEMICALS.

ON THE FARM

The "Kodak on the Farm" has proved one of the most popular booklets we have published, and our Farm Advertising is bringing in hundreds of requests for the booklet, to every one of which we say the goods are sold by Brown or Jones, the dealer in the neighborhood. While the force of our advertising brings out a goodly number of prospects, there is no doubt but that there are hundreds of people living on the farms who do not know of the booklet, and it is up to every dealer to see that the "Kodak on the Farm" makes its way to every farm near him. Don't depend on us altogether; physical conditions make it impossible for us to reach all the farmers. We have a good supply of these booklets and they are going splendidly, so don't delay sending in your order till it is too late. Remember, your name is imprinted on them free of charge. Every dealer who has had them says the booklets are the best production in a long time and just the thing to pull in the farm trade. Booklets are free—we send them to you free of charge—all you have to do is to get them into the farmer's home.

Perhaps our Street Car Cards are just what you need to round out your Advertising Campaign. See May Trade Circular.

KODAK

KODAK PICTURES

Are Worth While

Anybody can Kodak — simple, easy, no dark-room for any part of the work.

KODAKS - -	$5.00 to $100.00
BROWNIES - -	1.00 to 12.00

All the New Things from the Kodak Factories : : :

Richard Roe & Co.

Double Column Cut, No. 245. Single Column Cut, No. 244.

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VI. No. 3. TORONTO, CAN. JULY, 1909.

INSURANCE

"It isn't what you spend, but what you get for what you spend."—Yes, this is another "tested chemical" story—and if you are not interested in business insurance skip and turn over. We have spent thousands of dollars in the procuring of chemicals and in the compounding of chemical preparations that we know are *right*.

We ought to?—granted—and more, we *had* to.

It is of the utmost importance to us that our sensitive products receive the best possible treatment, so that they may, in the consumers' hands, yield the best possible results. The highest grade chemicals cost us more money than the ordinary grocery store variety and they are worth it to us and to you. It is worth the extra cost to us to know that we are putting into your hands the best possible chemicals with which to work our products and it is worth the small increase in price to you, many times over, to know that you are backing up the brains and skill of yourself and your customers with the best the market affords, and that when the composition has taken care and brains, and the exposure is what it should be, you are not handicapping the final result by the use of indifferent materials anywhere in its production.

The best is always worth its cost.

On the package is your insurance policy at a low premium rate.

IN THE END

There's ample evidence that the man who isn't afraid to push the high-grade goods and who doesn't go into a panic when it is intimated to him that his competitor down the street is underselling him, is the one who is making the money. And there's no branch of the business where quality is so imperative or so

sure to bring good returns in the long run as in the matter of developing and printing. We have repeatedly seen the man who was charging a high price for such work win out over the man who was cutting the price. It can be done every time if *quality* goes with the high price.

The man in the small town who has no competition may not quickly see the loss that comes from inferior work on which he saves a few cents in material and labor. The loss will come, insidiously perhaps, but nevertheless surely, and it will affect not only his developing and printing business, but his camera and film and plate and sundry business as well.

The first step in making a right start is the selection of the right paper. And there is a paper that will give the snap that the amateur wants in his prints, without a loss of quality—Velvet Velox. Don't make the mistake of going on to Azo for the sake of the difference in cost. For use with the average amateur negative Velvet Velox is unapproached by any paper on the market—Regular for flat negatives and Special for the contrasty ones.

Yes, the use of Velox means more money for us, but it's because it means more money in the long run rather than more immediate profit that we urge its use. We think that we are farsighted enough to advise you to use the cheapest product, even if it was blue print paper, if, in the end, we thought that it would make for a general increase in the photographic business—but it would not. It isn't lower prices that are needed, it's better work. It's for this that we have the Educational Department for dealers, the correspondence school for amateurs, and spend thousands upon thousands of dollars every year in improving our products.

Azo is a good paper, better than any other paper of its price on the market, but it isn't as good as Velox, and it is in use with the average amateur negative, that the Velox superiority is most manifest. It has that combination of brilliancy and quality that are so highly desirable.

Too stringent economy in your developing and printing is a mistake. Employ competent help; use the best materials; then charge enough to insure a profit. 'Twill pay in the end.

BEFORE HOLIDAYS

The approach of every holiday finds some dealer in a mighty hurry for goods, to get which he wires us or uses the long-distance phone, in the hope that this will enable him to have the goods shipped by return express. Nine times out of ten we ship the goods within a few hours of receiving the wire or phone message, but the tenth man has to do without his Film, etc., on the succeeding holiday, and he writes in next day, wondering why we were so slow. Now there are a few points in these hurry-up calls

that the dealer may overlook, but at the same time they put a different complexion on our side of the case. We are as much interested in shipping goods as the dealer is in ordering them, or perhaps more so; both of us are filled with a laudable desire to keep Kodaks and Brownies devouring film, paper and chemicals, and if we don't ship the goods the percentage of film consumed will drop, especially on a holiday. All this is just preliminary to setting out the real condition. It's a pretty safe bet that we don't use telegrams or long-distance phones if we can get more for our money out of His Majesty's mail, so when you get to the bottom of an extra-special-rush-order—in 90 per cent. of the cases—the reason for the rush is to be found in the dealer's having overlooked the small stock of No. 2 Brownie film or Velox postals, or some other staple, on his shelves. You can expect a rush on film before a holiday with the same confidence that you expect that Lake Superior will not freeze over entirely. The winter that freezes this lake will surely be a corker, and so will the holiday that sees no Kodak or Brownie in operation. Now, if it is a practical certainty that you will need film for the holiday, why put off ordering till the day before? Rush orders are almost on a level with calls for the fire-reels. The whole aim is "get there," and sometimes "getting there" is at the expense of something else, for the reels sometimes run over a man on the street in the rush to be on the job. As we said before, we like nothing better than filling orders, and an extra-special-rush-order has just as careful attention, in proportion, as one in the usual course, but Mr. Dealer, remember that there is the human element to cope with both at your end and at ours, and this human element is at the highest key in the face of a wire or phone call for goods. You are more apt to leave out what you want and we are more likely to be unable to let you have what you want when you want it in a rush. Don't think we are the only house in the same position —your experience tells you otherwise. Our advice is order goods *for your holiday trade a week before the day.* We hate to see you "stuck" for film, etc., but sometimes we can't help it. A few numbers back we had something to say about Saturday orders, all of which applies to holiday orders with redoubled force. If you are stuck on a holiday, you know the cure.

REUBEN RUNNELS, FARMER

Old Reuben Runnels was a farmer, and one that a poet or novelist would have been justified in terming a "horny-handed son of toil," for throughout his life the old man had devoted his powers of mind and body to grubbing money from the soil, at which he had been fairly successful. He had seen the lean years with their gloomy outlook, but a bountiful harvest next year had always come to blot

out the stinging recollection of the lean year. Everything in his life was calculated to impress on him the value of shrewdness, and the necessity of getting value for his money, so he had the name of being close-fisted, altogether undeservedly, for he could more truthfully have been called "tight," that is to say, he kept a tight grip on his cash, and any scheme or any goods that received the old man's approval were certain to be what was claimed for them. Politics had always interested him, as a hobby; not so much the practical side of the game, but rather as a student. He was always comparing the policies of Sir John A. and Sir Wilfrid, and never lost faith in trying to discover the line of cleavage between Grits and Tories. Neither side commanded his undivided support, for like all shrewd men he refused to be bound hand and foot to the deeds of any one but himself. Now, every Saturday Reuben went to town, and never failed to call and see his old friend the druggist, just to draw him out in political matters, for the druggist was a bigoted Tory, a state of mind which the farmer could not appreciate, and he never gave up trying to fathom the depths of his friend's perverse nature. This druggist, though a Tory, was most wonderfully alive in matters of business and one of the best features of his business was a good Kodak trade. Saturday after Saturday he had been trying to interest Reuben in Kodaks, but without success — "Kodaks were for young people with lots of time on their hands, and a man with a serious purpose in life could not be bothered with such things." In vain the druggist would argue and enlarge on the uses of a Kodak. Rube took it good-naturedly for a time, not wishing to lose the druggist as a specimen for political study, but at last things came to such a pass that to preserve Reuben's friendship and his trade in other goods, the druggist had to quit talking Kodaks. Just about this time the Kodak dealer received a copy of the "Kodak on the Farm," and as it looked real good to him he at once put in his order for a good quantity, which came in a few days, his name neatly imprinted on the back cover. In a last attempt to interest his farmer in Kodaks and with a sly desire to give him a jab under the ribs, he mailed a copy to Runnels. When the booklet came to him, Rube's first impulse was to throw it into the fire, but the color work of the harvest scene on the cover caught his eye, then the picture of the homestead next attracted his fancy, and he read the whole thing through, pausing to admire the pictures, particularly the teams. If there was any one thing which came nearer the old man's heart than the study of politics, horses had the call, and horses bred by himself. Many a time had he carried off ribbons at the Fall Fairs; no one for miles around boasted better teams.

The reading matter made Ko-

dak photography so simple that he called his son, Cy, into consultation and Cy would be switched if "them teams were as good-looking as his'n," and Daughter Mame knew a "feller" at High School who took pretty nice pictures of the girls with a Kodak.

Next Saturday Reuben called on his druggist, who awaited him in fear and trembling, not knowing how he would take the last jab. After talking a little on everyday matters, he wandered over to the showcase of Kodaks and soon the druggist found himself enlarging on the beauties of Kodakery to the most interested listener he had met in months. Finally, the farmer took home with him a No. 3A F. P. K., a Tank Developer, and necessary supplies. It did not take him long to master the elements, and soon the postmaster found a series of postals of Runnel's farm, etc., passing through his office. Of course, everybody in town knew about Rube's latest hobby, and guyed him about it. To all Rube explained the beauty of Kodakery, and clinched his arguments by producing postals of his favorite high-steppers, made by himself, and remarking with a dry humor that the study of politics was all very well, but for the ordinary every-day farmer the best hobby was Kodakery, as well for peace of mind as pleasure.

This story is founded on fact; for obvious reasons we mentioned no names or locality, but the main facts square up with what actually occurred. Mr. Dealer, never give up your prospects among the farmers; when you are on the brink of despair, use the "Kodak on the Farm" as the parting shot, but anyway get the booklets into the farmers' homes.

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300 MAKE CAMERAS

Tourists Buy Heavily in Toronto of Photographic Supplies

Toronto is a tourist city; one of the greatest in America for summer traffic, and that means a heavy trade in cameras and camera supplies. Nine years ago a factory for the manufacture of cameras started in Toronto with a staff of six men. To-day there is just the one factory, but it employs three hundred. The trade in supplies is very heavy all year around.

The clipping above is from a recent "boost" number of the *Toronto Star,* which claims to be *one* of the evening papers most people read. Who gave the information we don't know; we didn't have an ad. in the number, but have come to the conclusion, by a well-known process of reasoning, that we are the industry referred to in this notice. While there are one or two journalistic inaccuracies the statements are true in the main, and in a few months we hope the *Star* will, in its effort to boost Toronto, be able to have a more imposing notice of the growth of the photographic industry in Canada. Our new building, which is now well under way, with its 65,000 square feet of floor space, will give the reporter more to go on, and he will be able to add considerably to the number of employees.

Nepera Developing Powders and 10 Per Cent. Bromide of Potassium Powders

To avoid confusion, on all orders for the Nepera Powders announced in our last number, dealers should specify, say, "10 packages Nepera Developing Powders, $\frac{1}{4}$ size." This package is one-fourth the size of the $1.75 package. Eastman's 10 per cent. Bromide of Potassium Powders are put up in cartons containing 192 powders, not 96, as stated in the June Circular.

BOOKLETS

The Brownie and Summer Booklets are now ready, and dealers who put in their orders ahead should have already received their supply. With this Circular, we are mailing a copy of the Summer Booklet to each dealer. Any dealer who has not yet ordered some should do so at once and remember that we don't send them unless you ask for them.

AUTOTIME SCALES

As a device for aiding amateurs to get the correct exposure, the Autotime scale is at once cheap and simple to operate. It consists of 2 scales which take the place of the diaphragm scale and of the scale showing the shutter speeds, and the scales for the several shutters are so made that they can be adjusted by anyone in a few minutes. Below we give a classification of the scales according to the shutters on which they are to be used, and dealers will save time and avoid confusion by referring to this schedule when ordering Autotime scales:

Style A: For Kodak Ball Bearing Shutter ..... $3\frac{1}{4}$x$4\frac{1}{4}$

Style AA: For Kodak Ball Bearing Shutter ..... $3\frac{1}{4}$x$5\frac{1}{2}$ and 4 x5

Style B: For F. P. K. Automatic Shutter ..... $3\frac{1}{4}$x$4\frac{1}{4}$ and $2\frac{1}{2}$x$4\frac{1}{4}$

For No. 1 Single Valve Automatic Blair and Premo Shutter ..... $3\frac{1}{4}$x$4\frac{1}{4}$ and $2\frac{1}{2}$x$4\frac{1}{4}$

For No. 1 B. & L. Single Valve Automatic Shutter. $3\frac{1}{4}$x$4\frac{1}{4}$ and $2\frac{1}{2}$x$4\frac{1}{4}$

Style BB: For F. P. K. Automatic Shutter ..... $3\frac{1}{4}$x$5\frac{1}{2}$ and 4 x5

For No. 2 Single Valve Automatic Blair and Premo Shutters ..... $3\frac{1}{4}$x$5\frac{1}{2}$ and 4 x5

For No. 2 B. & L. Single Valve Automatic Shutter. $3\frac{1}{4}$x$5\frac{1}{2}$ and 4 x5

Style C: For Kodak Automatic Shutter ..... $3\frac{1}{4}$x$4\frac{1}{4}$

Style CC: For Kodak Automatic Shutter ..... $3\frac{1}{4}$x$5\frac{1}{2}$ or 4 x5

Style D: For B. & L. Automatic Shutter ..... $3\frac{1}{4}$x$4\frac{1}{4}$

For Century Automatic Shutter ..... $3\frac{1}{4}$x$4\frac{1}{4}$

Style DD: For B. & L. Automatic Shutter ..... $3\frac{1}{4}$x$5\frac{1}{2}$ and 4 x5

For Century Automatic Shuter ..... $3\frac{1}{4}$x$5\frac{1}{2}$ and 4 x5

Style DDD: For Bausch & Lomb Auto Shutter (No. 4A Folding Kodak only)

Style E: For Wollensak Automatic Shutter—Reg..... $3\frac{1}{4}$x$5\frac{1}{2}$ and 4 x5

Style F: For Wollensak Autex Shutter ..... $3\frac{1}{4}$ x $5\frac{1}{2}$ and 4 x 5

For Wollensak Regno Shutter ..... $3\frac{1}{4}$ x 5 and 4 x 5

(NOTE.—The above classification of Autotime Scale with the shutters to which they are adapted is based upon the use of these shutters with Rapid Rectilinear lenses of the type and focal length ordinarily furnished on hand cameras. The length of focus of lenses for such use is ordinarily as follows: $2\frac{1}{2}$ x $4\frac{1}{4}$ and $3\frac{1}{4}$ x $4\frac{1}{4}$, 5 inches; $3\frac{1}{4}$ x $5\frac{1}{2}$ and 4 x 5, $6\frac{1}{2}$ to $6\frac{3}{4}$ inches; $4\frac{1}{4}$ x $6\frac{1}{2}$ and 5 x 7, $8\frac{1}{2}$ inches. Slight variations from these figures are not important, but large variations, such for instance as the use of a wide angle or extremely long focus lens, would make the scale inapplicable.)

To avoid confusion, always order by "Style," *not* by name of shutter.

Price: The above scales will be furnished at a list price of $1,00 each, subject to a discount of 30%.

"Kindly prepay the expressage on this order, and charge same to our account, so that we may get the benefit of the special rate you get from the Express Co."

Every week we receive letters from customers asking us to prepay the express charges on shipments of general goods, the reason for the request being as stated above. As there seems to be a great deal of misunderstanding in regard to this matter, we think it advisable to try and clear up the situation by means of an explanation. In the first place, we receive no concessions from either the Express Companies or the Railways, so that we have no *special* rate. However, in the express tariff there is a classification of goods known as Section D, which comprises printed matter, photographic paper, films, etc., and shipments of such goods will be carried at the rate of 8 cents per pound, minimum charge 10 cents., if the charges are prepaid. When we are shipping an order for goods which come under Section D classification, we weigh the packages and if a saving can be effected by prepaying the charges at 8 cents per pound we do so, adding the expressage to the invoice, and where orders call for goods which will not go at above rates, as well as goods to which the rate properly applies, we go so far as to split the shipments if any saving can be made. If an order for films, paper, etc., which could be shipped at 8 cents per pound is of any considerable weight, it will be readily seen that there are many places to which the rate collect will be less expensive than this prepaid rate, and in such cases we ship collect. On orders for general goods there is no saving to be affected by prepaying the charges, and such a course would involve a large expenditure of money, to no useful purpose; therefore, as a general rule, we do not prepay the charges except on orders for goods to which Section D rates apply.

Take a Kodak with you

KODAKS, ...	$5.00 to $111.50
BROWNIES (Made by Kodak Workmen), . .	1.00 to 12.00

Let us show you how easy it is to make pictures the Kodak way.

WE DO DEVELOPING, PRINTING AND ENLARGING.

RICHARD ROE & CO.

Double Column Cut No. 337. Single Column Cut No. 336.

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VI. No. 4. TORONTO, CAN. AUGUST, 1909.

ONE-FIFTY

Per Cabinet Gross

NEPERA

On and after August 15th the price of Nepera paper will be One dollar and a half per gross, cabinet size, with other sizes in proportion.

The Nepera business has grown steadily for two years. Every month shows an increased number of Nepera consumers and an increased consumption of Nepera paper. With the growing volume of the business and with increased facilities of manufacture we can afford to make this reduction. Nepera sales have been increasing rapidly at the Two dollar price against other papers at a similar list, but which have, in reality, been sold at ten to twenty per cent. discount. At the new price it is going to move even more rapidly.

Not only will the new list be of tremendous advantage in meeting cut price competition, but Nepera is now going to be a serious competitor of Azo paper. There are many photographers who would not leave dollar Azo for Two dollar Nepera, who will leave it for dollar and a half Nepera. Remember too, while considering the price question, that the Royal Pure White and Royal India Tint are practically double weight papers at the single weight list and that there's nothing on the D. O. P. market to touch them in either price or quality.

No, there is not to be a corresponding reduction in the price of Velox. Velox is used almost exclusively by amateurs. The many grades and surfaces in which it is supplied make it a complicated business to handle. The amateur purchases in comparatively small lots, making it necessary for both the dealer and ourselves to have a larger margin of profit than on the professional business.

On another page we publish

the new Nepera price list in full. The discount to the trade remains as heretofore, 25%. The reduction in price is all of it on us. Your percentage of profit remains as before, your net profit, with the new business drawn by the attractiveness of dollar and a half Nepera will increase and increase quickly if you make the most of the opportunity.

The entire photographic trade will be informed of the reduction immediately through the columns of the August (Convention) number of Studio Light. Nevertheless, tell *your* customers.

CREDIT MEMORANDUM

On August 15th take a detailed inventory of the Nepera paper that you have in stock and send to us and we will forward a credit memorandum covering the net difference between the old and new prices.

1909 CONDENSED PRICE LIST

By the time this circular is published, each dealer will have already received a copy of our Condensed List for 1909. This little book contains a list of all the goods we sell with prices, and at the back is a copy of our Discount Sheet. Dealers for their own convenience and to avoid delay should use the book as a reference in making up their orders. It tells what we have and how we have it.

THE EASTMAN GRAVITY PRINTER

There has been an insistent demand for a simple, inexpensive and rapid printer for developing out papers that could be quickly installed and used with any light.

The Eastman Gravity Printer meets this demand in a most satisfactory manner, as it is exceedingly simple in construction and operation, and can be used with daylight or any form of artificial illumination. Uniformity of exposure is one of the strongest points, as the duration of exposure is so regulated as to make variation in a given speed practically impossible.

Fig. 1

As shown in illustrations 1 and 2, the Eastman Gravity Printer consists of a cabinet, in one side of which is an adjustable opening for regulating the exposure,

Fig. 2

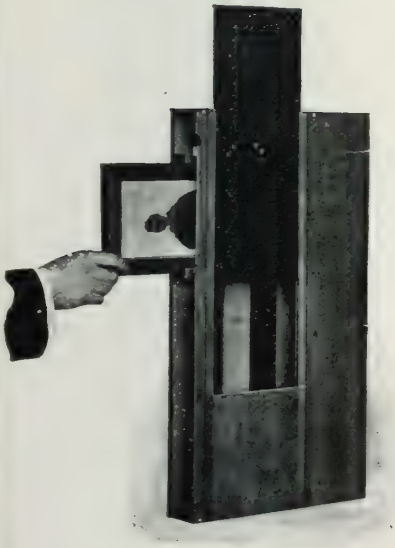


Fig. 3

and a simple clockwork mechanism for lowering and raising a carrier, containing an ordinary five by seven printing frame, past the opening.

The exposure opening is fitted with an adjustable metal slide with graduated stops, affording exposure apertures from 7 inches to ¼ of an inch, and, with a printing frame and negative of average weight, will afford an approximate exposure of one second per inch of opening. For instance, if the exposure aperture is 7 inches, the exposure will be approximately 7 seconds. See illustrations 3 and 4. Illustration 4 shows method of adjusting exposure aperture.

Fig. 4

When the weight actuating the clockwork mechanism swings free, it will descend and thus raise the printing frame carrier just past the exposure aperture. The printer is installed with the exposure aperture squarely fac-

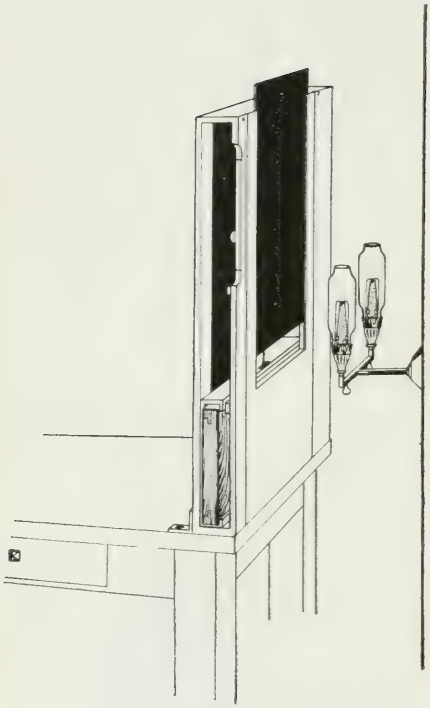


Fig. 5

ing the exposing light, and with the light so adjusted as to come about the centre of the aperture when fully open, and at a distance of about 7 inches from the opening, to afford even illumination. Illustration 5 shows the printer in use with two incandescent gas lamps.

When desired, the exposing light may be boxed in by means of strips of asbestos or metal inserted in the grooves in the outer casing, on each side of the exposure aperture.

When ready to print, the loaded printing frame is inserted in the carrier, as shown in illustration 2, with the negative facing the exposure aperture; when released its own weight will carry it down past the exposing light, as shown in illustration No. 6, the exposure continuing until the carrier has reached the bottom of the shaft. See illustration No. 4.

The carrier returns instantly when the exposed frame is removed, and while one exposure is being made, another printing frame may be loaded ready for insertion in the carrier.

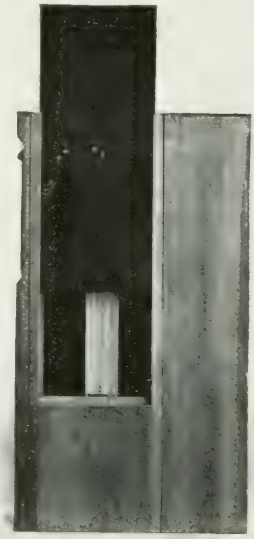


Fig. 6

The many advantages of the Eastman Gravity Printer are apparent at a glance, and its ease of installation, and low price, ten dollars, will particularly commend it to the professional using developing papers.

Discount to the trade 33 1-3%.

NEW NEPERA LIST

NEPERA is not furnished in dozens in sizes smaller than 5 x 7, or in rolls shorter than ten yards, unless as listed below.

SINGLE WEIGHT.				DOUBLE WEIGHT.		
DOZEN	½ GROSS	GROSS	CABINET (3¼ x 5½, 4 x 5, 4¼ x 5½, 3¼ x 5⅝, 4 x 6)	DOZEN	½ GROSS	GROSS
	$ .85	$1.50			$1.00	$1.90
	1.15	1.95	4¼ x 6½		1.45	2.45
	1.30	2.20	4¾ x 6½		1.60	2.75
$0.25	1.45	2.40	5 x 7	$0.30	1.85	3.00
.30	1.60	2.65	5 x 7½	.35	2.00	3.30
.30	1.60	2.70	5 x 8	.35	2.00	3.40
.35	1.75	3.00	5½ x 7¾	.40	2.20	3.75
.40	2.05	3.60	6 x 8	.45	2.55	4.50
.40	2.20	3.85	6½ x 8½	.50	2.75	4.80
.45	2.50	4.50	7 x 9	.55	3.10	5.65
.50	2.80	5.25	7½ x 9½	.70	3.55	6.55
.55	3.15	5.85	8 x 10	.75	3.95	7.30
.70	3.80	7.20	9 x 11	.90	4.75	9.00
.85	4.75	9.00	10 x 12	1.15	5.95	11.25
1.10	6.30	11.70	11 x 14	1.45	7.90	14.65
1.25	7.45	13.95	12 x 15	1.75	9.30	17.45
1.65	9.45	18.00	14 x 17	2.25	11.80	22.50
2.20	12.60	24.30	16 x 20	3.05	15.75	30.40
2.40	13.50	26.10	17 x 20	3.25	16.90	32.65
2.70	15.75	30.60	18 x 22	3.85	19.70	38.25
3.15	18.45	36.00	20 x 24	4.50	23.05	45.00

Gross and half-gross packages of cut sheets of paper of sizes not listed will be supplied providing the order amounts to $1.00 list or more, and list of same will be practically proportionate to that of listed sizes.

NEPERA SECONDS furnished in limited quantities in all surfaces in 3¼ x 5½ (Cabinet) and 4 x 6 only.

Single Weight.....$1.00 per gross Double Weight.....$1.25 per gross

ROLLS

SINGLE WEIGHT		DOUBLE WEIGHT	
10 ft. Roll, 20 inches wide	$1.50	10 ft. Roll, 20 inches wide	$1.90
10 ft. " 40 " "	3.00	10 ft. " 40 " "	3.75
10 yd. " 20 " "	4.50	10 yd. " 20 " "	5.65
10 yd. " 40 " "	9.00	10 yd. " 40 " "	11.25

Rolls 10 yards or longer are supplied in any width up to 40 inches.

For Prints from Cirkut Negatives.

	SINGLE WEIGHT					DOUBLE WEIGHT			
	6½ in.	8 in.	10 in.	16 in.		6½ in.	8 in.	10 in.	16 in.
25 ft.	$1.25	$1.50	$1.90	$3.00	25 ft.	$1.60	$1.90	$2.35	$3.75
50 ft.	2.50	3.00	3.75	6.00	50 ft.	3.15	3.75	4.75	7.50
100 ft.	4.95	6.00	7.50	12.00	100 ft.	6.30	7.50	9.45	15.00

THE BROWNIE FAMILY

Baby is the subject, and finds the posing fun.
Harry is the expert with Brownie No. 1.
Susie is the artist of Brownie No. 2;
She says "there's really nothing, the little box can't do"!
Jane is at the shutter of Brownie No. 3;
Johnnie chose a Folding one, as all of you may see.
Mary likes her pictures in the "postal" size,
Thomas loves the "stereo"—note its eager eyes.
With our "Special Artists" always on the spot,
We're sure of knowing who is who, as well as what is what.
The prints we put in albums, each one neatly dated —
The Brownie Family History is "fully illustrated."

—*Tudor Jenks.*

Some advertisers like rhymes. If you do, here's a good one. The cut is No. 290, and is yours for the asking.

SODAS IN 25 LB. CANS

The demand for "Tested Chemicals" is growing. Many big consumers are now asking for our Sulphite and Carbonate of Soda in larger packages and we have therefore prepared to meet the demand. The same care is used in testing and putting up these large tins as in the care of the bottled goods and you need have no hesitancy in recommending them as *right*.

Price

Kodak Carbonate of Soda, per can of 25 lbs.	$3.50
Kodak Sulphite of Soda, per can of 25 lbs.	5.50

Discount to the trade, 33⅓%.

VACATION IN THE EDUCATIONAL DEPARTMENT

Vacations are short in the Educational Department. But August is such a busy month with those who develop and print for amateurs that it has been decided to close the school from August 1st to September 7th.

It will be ready, however, on September 8th to help you in the work of turning out better negatives and better prints at less cost. The Educational Department is worth while. There are many places where its effects have been felt, where it has improved not only the developing and printing end of the business, but *because* it has improved this part of the business; has increased the sale of Kodaks and films. Why not let it help you?

Remember, there's no charge for anything. Time and materials and facilities are at your service. The benefit comes by increasing *your business.*

School opens September 8th. Make a memo on your desk calendar.

THE PROOF OF THE PUDDING

Did you ever hear of a dealer advertising a Kodak as an —— camera? No, but you have often heard of a dealer who advertised an —— camera as a "Kodak." And likewise you have heard of dealers who advertise —— films as "Kodak films." All of which is a tacit acknowledgment of the superiority of Kodak goods, and is an endeavor on the part of the imitators to take advantage of the high esteem in which Kodak goods are held by the public.

It's the proof of the pudding. Kodak goods are the goods in demand, both because they are the real goods and because they are the goods that have had, are having and will continue to have real advertising. This, Mr. Kodak Dealer, is *your* advantage. Let people know that you sell the genuine Kodak goods.

$1.50 NEPERA Means Business.

KODAK

There's twice the fun for those who Kodak.

Let us instruct you in the easy all-by-daylight way of Picture Making.

KODAKS, $5.00 to $111.50. BROWNIES, $1.00 to $12.00.

RICHARD ROE & CO.

Double Column Cut, No 222.

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VI. No. 6. TORONTO, CAN. OCTOBER, 1909.

MR. OPPORTUNITY

People are loosening up.

There's new Kodak trade all along the line, and the man who isn't getting it must look out that he doesn't turn Opportunity into a knocker, for Mr. O. is hammering hard at the door of every Kodak dealer right now. Don't let him get sore knuckles, he may try some other door.

There's new Kodak trade and of the highest grade sort. Not only is Johnny Farmer putting his Brownie under the buggy seat when he drives his best girl to the lake or river resort on Sunday afternoon, but there's new big business in the highest class trade. Anastigmat lenses have had nearly double the sale this year that they had last, and that means also a big increase in the high price shutter trade. Are you getting your share?

Somebody said, when the 3A Brownie was put on the market: "Farewell to the 3A Kodak." The 3A Brownie has been a good seller, there have been enough of them marketed to make a good season's business in some camera factories, but the *increase* in the sale of 3A Kodaks nearly equals the total sales of 3A Brownies. Are you getting your share?

We have been developing the rural trade—but that doesn't necessarily mean cheap trade. In many cases it may mean cheap trade now, but as the new field is developed, a high priced trade later on. The satisfaction that the cheaper Brownies give makes people ambitious for something better, and, having the money, these country people will soon be candidates for high grade cameras and anastigmat equipments, just as the city folks are now. Are you ready?

Here's the trouble. If a man comes into your store you are going to sell him what you have if it's a possible thing. You are afraid to talk a catalogue sale—you might lose him and so you let him go away with a fifteen or twenty dollar equipment when you might just as well have sold him a fifty or sixty dollar outfit if you had had the goods.

Unlike the burglar, you need have no fear of being caught with the goods on. That's the way you should be caught. Get in line for the increasing high

grade business by having the goods to show. You don't need to stock the full line. We and our traveling men are ready to help you with advice based on our experience. It's not to our advantage to overload you. Our interests lie in helping you to make the business profitable, because that means that we will have your enthusiastic co-operation in making it still more profitable.

Let us help you bring your business up the line. If yours is mostly a Brownie trade, let's make it more of a Kodak trade. If it's already a Kodak trade, let's make more of the Kodaks go out with anastigmat equipments.

We are here to help you, our men will call and help you. Let's talk it over.

Fit Your Kodak with a

Zeiss-Kodak

ANASTIGMAT *f* 6.3

The Lens of Quality for the Camera of Quality

QUALITY IN EXPLOSIVES AND OTHER THINGS

If you are going hunting you do not buy your shells from any and every dealer, but you go to the man who sells the goods you can rely on every time, and in every emergency. For an endurance contest, athletes don't train on any old kind of food, but, as far as human desires will allow, they stick to the diet prescribed by the trainer. And in building a railroad, the contractor, at least when his own life may be at stake, will not allow his men to use an explosive whose power cannot be gauged. Notice the examples taken—they all hark back to the rock-bottom principle that for safe, sane working it is the dependable goods that count. The hunter will not turn down U.M.C. shells or Duponts' powders for an unknown product even though it sells at a cheaper price, for if he does his companions would be perfectly justified in asking him to join another party. Training rules are sometimes more honored in the breach than in the observance, but the deluded athlete who indulges in late suppers and their attendant frills will soon be fired from the squad. Even if railroad building is expensive, the conscientious contractor will use nothing but standard explosives, not the kind which may shoot off in a rock-cutting as soon as the holes are tamped. No, sir, the sane, (*successful*) man uses goods he knows are all right.

So much for our examples, and we come down to brass tacks, in the Photographic line. The dealer who sells goods of whose quality he has no guarantee is like the navvy who thaws dynamite out by putting it in the stove. He flirts with danger, but the explosion is bound to

come sooner or later, mostly sooner. The argument applies to all you sell, whether film or paper or plates, everything must have the quality you can guarantee—the quality your customers can rely on. And don't overlook the chemical preparation field. Selling poor chemicals is all the more dangerous because the damage is insidious—in fact, it may be unnoticed until your sales show it, and the chemical business is peculiarly open to adulterations. Just remember that there are people putting Photographic Chemicals on the market who never coated a square foot of film, paper or glass, but boldly claim that their preparations made on a general formula will do wonders on any product. There is no reason behind such a claim. To protect your business and your customers demand a guarantee of quality from people who know, and see that the chemicals you buy are what they claim to be. If you have no facilities for testing them yourself, you can safely leave the testing to the *manufacturers* whose sensitized goods you sell, for their interest goes back of the chemicals sold. The little monogram made up of the letters C.K.C. on our preparations is a guarantee of the highest quality, because we just can't afford to allow our paper, film, plates to be treated with poor chemicals, and the guarantee more than makes up for the few extra cents charged for

Tested Chemicals.

For

Vacation Negatives

SUGGEST

Eastman's Film Negative Albums

Each Album contains 100 pockets made of strong paper and consecutively numbered from 1 to 100, and an index on white paper.

Eastman's Negative Albums for 100 negatives, 3½ x 3½, or smaller . . $0.75

Eastman's Negative Albums for 100 negatives, 3¼ x 4¼, or 4 x 5 . . $1.00

Eastman's Negative Albums for 100 negatives, 5 x 7, or smaller . . . $1.00

Discount—40%

THE COMPLETE SET

The Autotime Scale so successfully helps the beginner in the use of his stops and his shutter speeds that it's worth the while of every one who is interested in increasing amateur photography, to help along its sale.

To assist the dealer in keeping his stock right, and to help him

bring these scales to the attention of his customers, we have arranged to put them up in complete sets, these sets, with their mounting, making at the same time an attractive display card, as shown by the illustration on page 5.

Each card holds one scale of each style that is made, eleven in all, and is packed in a neat box, together with a set of direction sheets. When you have made a sale the scale can be easily removed from the card and put in place on the camera shutter, the same screws which hold the old time and diaphragm scales in place, being used to put on the new autotime scales. When a scale has been removed from the card another may be ordered singly to replace it, for we shall continue them in the single boxes as before, and no doubt many dealers will carry several of the ready sellers in reserve in addition to those on the display card.

That the amateur may not be misled, we ask that *care be taken to always give out the right direction sheet.* The instructions vary for different shutters, and this matter should be carefully looked after.

Price of the complete set of eleven Autotime Scales, mounted on card, $11.00. Discount to the trade, 30 per cent. There's good money for you and satisfaction for your customers.

Make your line complete.

YOUR NAME, PLEASE!

There is one feature about the return of goods to which we want to direct the attention of our customers once again. In returning instruments for repairs, in fact on any return, you have not done all you should, though you have handed in the parcel to the mail or express with the correct address on it. To make a complete job, put your own name and address on the parcel, showing who is the sender. Should the parcel go astray in transit, your address is there to help locate it, and it is a sure thing that a parcel readily identified will have more prompt attention than one which depends for identification solely on a letter sent under separate cover; sometimes they remain unidentified for lack of letter or address. Notice that in every letter we write regarding the return of goods we ask you to mark your name on the package. It may be that it is a kind of stock request, but it has never been overworked.

BETWEEN TIMES

After the summer and before the winter rush, take advantage of the

Educational Department.

AUTOTIME
SHUTTER SCALES

Style A

FOR USE WITH KODAK BALL BEARING SHUTTER

2½ x 4¼ and 3¼ x 4¼

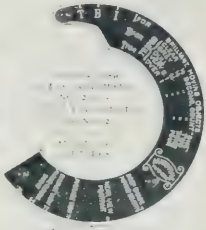
Style AA

FOR USE WITH KODAK

4 x 5

Style B

Style BB



Style C

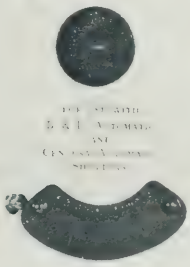
FOR USE WITH KODAK AUTOMATIC SHUTTER

3¼ x 4¼

Style CC

FOR USE WITH KODAK AUTOMATIC SHUTTER

Style D



FOR USE WITH B & L AUTOMATIC AND CENTURY SHUTTERS

Style DD

Style DDD

FOR USE WITH B & L AUTOMATIC SHUTTER

4¼ x 5½

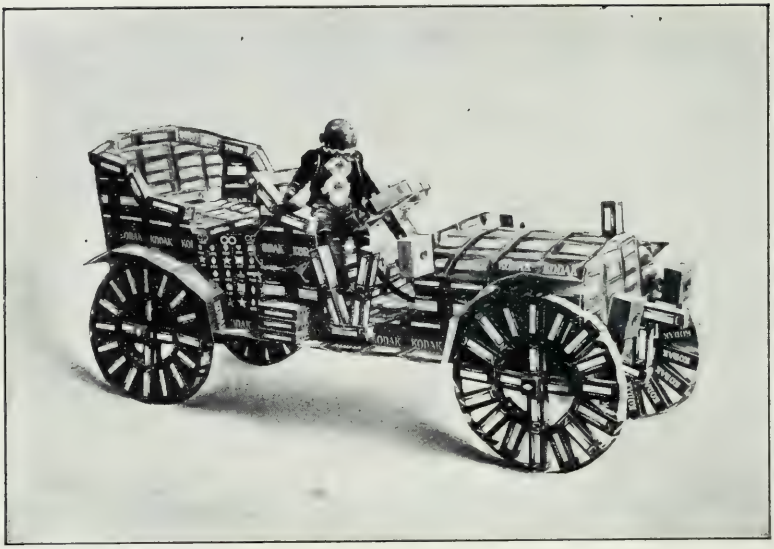
Style E

Style F

MANUFACTURED BY

EASTMAN KODAK CO., Rochester, N. Y.

TRADE MARKS REG. U.S. AT. OFF.



A Film-Carton Auto.

This clever window display was executed by Mr Oscar Bley, of the Farmer Drug Store, Santa Cruz, Calif. It is made entirely of Kodak Film Cartons with front, side and back lights of Hydrochinon Developer Cartons, and ruby windows and portrait attachments with hose and bulb for horn effect.

STICK TO ADVERTISED BRANDS

A Western reader of *Printers' Ink*, who conducts a retail store, writes a long letter to inquire whether it would be advisable to refrain from advertising the fact that he handles certain makes of goods. These goods are extensively advertised by the manufacturers and the Westerner has properly been banking on this to help him in booming sales; but he is worried by the fear that some day the manufacturer may cut him off as an agent, so that the money he spends himself for advertising the goods would go for naught.

This fear is groundless. Manufacturers who advertise nationally are not cutting out enterprising agents, but are adding others. *Printers' Ink's* advice to the merchant is to stick to advertised brands of all kinds of goods, and to take every opportunity of letting the public know that he handles them. The public wants advertised goods—it is

familiar with them—has tested them—knows that they represent quality for price. Before a merchant can discard advertised brands he must be strong enough in his locality to produce his own brands and push them successfully against the advertised brands handled by his competitor.—*Printers' Ink.*

CALENDARS

Judging from the orders we are receiving, the Good Luck Calendars announced in our September Circular have hit the mark—they are goods that will sell. Shipments will have begun by the time this issue is in the hands of the trade, but there is one thing to bear in mind, and that is that we cannot guarantee to fill orders received after November 15th. Orders received before that time will be filled in ample time for Christmas business, but don't put off ordering till November 14th rolls around. Figure up how many you can take and give us definite shipping instructions. Also don't forget that there are two colors to choose from—White and Brown.

Portrait Attachments,

Calendars,

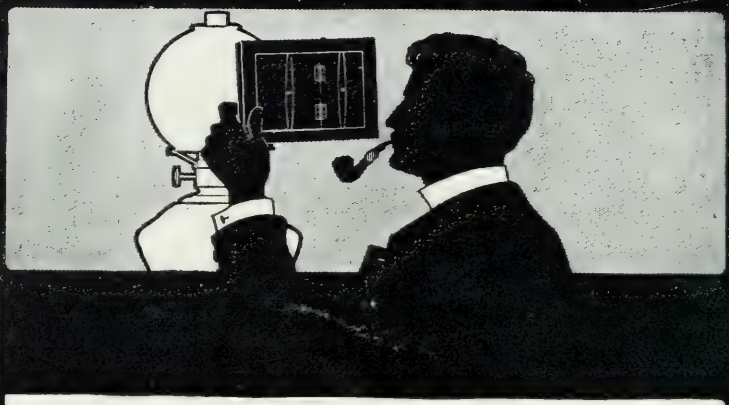
Flash Sheets,

Albums,

Enlarging Cameras.

ALL ARE SEASONABLE, NOW.

How about your stock?



Your best negatives deserve, and your poorer negatives need:—

VELOX

Velox costs more than other papers, but is better, and therefore we use it exclusively in

OUR DEVELOPING and PRINTING DEPARTMENT

Getting *for you* the best possible result from every exposure is the first consideration *with us*.

Richard Roe & Co.

1001 TRIPOD AVE.

Double Column Cut No, 192. Single Column Cut No. 196.

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VI. No. 7. TORONTO, CAN. NOVEMBER, 1909.

ARTURA

Below we reprint an article from the November Trade Circular of the Eastman Kodak Co., Rochester, N.Y., dealing with Artura Paper. Please read this notice carefully and notice what is said about marketing this paper—no change will be made from the present conditions till some time after the New Year. By arrangement with the Eastman Kodak Co. we shall be able to supply Artura from our own factory as soon as matters can be conveniently arranged; not, however, till early next year. The professional photographers have been advised of the state of affairs in Studio Light, and dealers will be notified in this Circular as soon as we begin to market Artura from Toronto.

(*Reprint.*)

IMPORTANT ADDITION TO THE EASTMAN PRODUCTS

We have purchased the Artura Photo Paper Co., of Columbus, Ohio.

This purchase was made because we look upon Artura as the product that best meets the requirements of the professional photographer in a development paper. The best in every branch of photography for every one of our customers, that is the keynote of our policy. So far as is possible we, of course, endeavor to originate the new good things and improve the old ones within our own works. When, however, someone else *has* perfected a product to such a degree that we feel that our customers, whether consumers or dealers, should have its benefits, we try to be broad-minded enough to recognize the facts and act upon them. Artura is a case in point. It will continue to have the same excellent supervision in manufacture, that of Mr. M. A. Yauck, but with the added benefits of our manufacturing and distributing facilities. The new conditions promise, therefore, to be not only a distinct advantage to you, but equally advantageous to Artura consumers everywhere.

But to maintain these advantages for you and the consumers and ourselves, it is essential that in meeting the new conditions there shall be no interruption in deliveries to the present Artura consumers. The facts are these: At the present time the Artura factory is being run to its utmost capacity to take care of existing business. True, we have our new and splendidly equipped factory with plenty of room in it for Artura to grow, but before we can broaden out the business, additional raw paper must be secured and certain new apparatus, where Artura methods and our own are unlike, must be provided before we can commence the manufacture of Artura at Kodak Park.

If there are no unforeseen delays, we expect to be able to begin the manufacture of Artura here soon after the first of the year, but until that time any change in distribution methods seems to be not only unwise but manifestly unfair to the present Artura consumers. The very fact that our purchase of the Artura Company has come right on the eve of the opening up of the heaviest business of the year—the Christmas season, makes any change doubly impossible. There are several hundred dealers on our list who stand ready to stock Artura. If we should accept their orders, it would mean that the Artura Company would be swamped with business and that Artura consumers would be unable to get paper at the very time of year when the loss to them would be most serious. The square deal for Artura customers as well as a sound policy for the future, demands, therefore, that they be given the first consideration.

You can be no more anxious than we are to reap the benefit of the growing trade in this product. We want you to handle it at the earliest possible moment and co-operate with us in popularizing it everywhere, yet we are absolutely certain that to make any attempt at changing the distribution methods now, especially just at the opening of the holiday trade, would mean chaos.

For the sake of fairness and for the good of future business, therefore, we ask that you wait patiently for the Artura trade that is sure to come. Your interests and ours are identical in this as in other trade matters and you can rest assured that we shall use every effort in hastening the preparation for the day when we can say: "Give us your Artura orders."

CHRISTMAS PUBLICITY

Appropriate for the winter season and especially so for Christmas, is the new booklet we are preparing for the holiday trade. This booklet measures 3½ x 5½ inches, contains 32 pages, in which are listed the most popular of the Kodaks and Brownies, and is just the thing for mail distribution among the people who can be interested in a camera for Christmas — and there is a lot of them. We have also remaining some Brownie and Summer Booklets which we shall be glad to supply as long as they last, and rural dealers should have on hand a supply of "Kodak on the Farm." This booklet can be used to great advantage at this season, and with this end in view we recently had a new edition printed, as announced a few numbers back—any reasonable quantity of these will be cheerfully supplied. Other booklets that some of you who should, have not called for are "Velox Book," "Tank Development" and "Bromide Enlarging with a Kodak." Right now before Christmas business gets started is a good time for you to go over this matter of advertising ammunition and plan your cam-

paign. Our line of cuts is also at your service. If you have mislaid our "Cut Sheet," let us know and you will receive another by return mail. Bear in mind that we do not send the Booklets, etc., mentioned above unless you ask for them. In addition to this help we will give for your local advertising we will have ads. in all the good magazines throughout the Dominion, hammering harder than ever for new business, and besides this hammering we do in Canada, the better magazines published in the U. S., most of which circulate freely in Canada, will carry Kodak ads. in the December numbers; some will show back covers in colors and others full pages inside. All will combine to make Kodak more widely known, and while on the subject of advertising, we want to make one broad statement, the truth of which should be manifest to everyone. All dealers benefit some from our magazine work, but those profit most who help themselves by backing up our general publicity campaigns, by consistent and persistent local advertising. We pay all the expense of the general and are willing to share the expense of the local advertising to the extent of furnishing the cuts and booklets.

It has been a growing year in amateur photography. There's not a phase of it that has not shown an increasing interest by increasing business. December can be made another record breaker for every dealer who joins us in creating a greater Kodak publicity.

DON'T LET THE KODAK GO ALONE

In the mind of every Kodak dealer there should be a healthy resolve to make the most of the "loosening up" at Christmas time and to back up the dealer's individual efforts we are using dollars and dollars worth of space in magazines, etc., all of which will stamp KODAK more deeply on the minds of the buying public. There will be more Kodaks bought this Christmas than ever before, but Kodaks and Brownies are not the only goods that will sell at this season. We are making the public think of Kodaks and Brownies, and when people are brought to your store by our ads., you need not let them depart with just a Kodak and a few rolls of film. What's a Carry Case made for, if not to carry a Kodak and protect it from injury? What's a Tripod made for, but to use with a Kodak, especially at this time of year when the light is often poor? And Albums were never manufactured to lie in their containers on the dealer's shelves. Our advertising will take the Kodaks and Brownies out of your store, but it is up to you to see that each camera sold has company in a Carry Case, Tripod, Album and other accessories. Then again it is the season of flash-lights, and in every home suitable occasions for such work will be found. The Sundries mentioned will sell for the trouble of showing them—you can't expect your customers to know all you have. Make the most of this "loosening up" dis-

position on the part of the public, induced as it is by the season, and more particularly as to Kodaks, by a heavy broadside of advertising.

Goods that you should have in stock and show to every customer Now:

Albums

Anastigmat Lens Equipments

Carry Cases

Tripods

The Modern Way in Picture Making, etc.

They will all sell at all times, but the more readily Now

CALENDARS

In announcing our 1910 Good Luck Calendars we stated that we could not guarantee to fill orders received after November 15th, and by the time this circular is in the hands of our customers this date will have gone by. The orders for these Calendars have been fast and thick, so that some of the sizes are sold out, but any dealer who has not yet ordered should send in his order immediately and we will ship whatever we can. Below you will find a list of prices, but orders should be sent in without any delay:

Good Luck Calendars for 1910

FOR HORIZONTAL PICTURES

No.	Size of Photo.	Size Outside.	Price per Box of 50
1	2¼x3¼	5¾x 7¼	$3.25
2	2½x4¼	6¼x 8¾	3.50
3	3½x3½	6¼x 9⅜	3.50
4	3¼x4¼	7 x 9⅜	3.75
5	3¼x5½	8 x10	4.50
6	4 x5	7¼x 9⅜	4.25
7	4¼x6½	10 x11	4.75
8	5 x7	10 x13	5.75

FOR VERTICAL PICTURES

9	2½x4¼	5¼x 9⅜	$3.50
10	3¼x4¼	6 x 9⅜	3.75
11	3¼x5½	6 x11	4.50

Made in two colors—white and brown.

Discount to the trade, 40%.

CODE

To order Premo Film Packs by wire use the following Code:

Size	Code-word
2¼x3¼	Malcolm
2½x4¼	Mondego
3¼x4¼	Malachi
3¼x5½	Marcus
4 x5	Martin
5 x7	Maurice

Their Vacation Story—as told by her

KODAK

An attractive illustration that will be used in colors on our winter booklet, and on many magazine covers.

DEVELOPMENT IN COMMERCIAL WORK

C. H. CLAUDY IN THE BULLETIN OF PHOTOGRAPHY

Down cellar, in the dark, where it's damp, in the midst of packing boxes, sawdust, old hypo and general mess, is the dark room. In the dark room are two long wooden boxes, in one of which is water and in the other hypo of uncertain age and doubtful strength. A ruby electric bulb is covered with stained post paper and hangs over a ten-cent chinaware bowl in which is a wine-colored liquid.

Arrives a boy of sixteen with an armful of orders. These are the hapless, luckless films that confiding customers have left. The boy digs at each a moment with a penknife, strips film from paper, and one after the other puts all the films in the tank of water.

This done, the last film in is grabbed out again and see-sawed back and forth through the wine-colored liquid. In less than two minutes—often in less than one—it is coal black on one side and fairly dark on the other. "Guess it's cooked," remarks the young man, and "souse," in it goes in the hypo of uncertain age and doubtful strength, with no rinsing. No. 2 is similarly treated. This roll, perhaps, was a little under-exposed. To even matters up it is developed a little longer. "She won't blacken, but that's not my fault," remarks the young workman (?), and "souse," this, too, goes into the uncertain hypo. Its highlights are a little denser than the first film. Come an over-exposed roll and stays in development about thirty seconds. "Gee!" says young hopeful. "Gee! You certainly are in a hurry 'n som' I!" This film gets as little development as possible, because it turned black so quickly!

Upstairs, where all is shining glass and mahogany cases, nicely dressed and accommodating clerks wait on customers. "Blank's is such a nice place," says one lady to another. "They are always so obliging. You never have to wait and they seem to be willing to take any trouble for you. So cheap, too! Films developed free if you order a dollar's worth of prints, and only ten cents a dozen to develop them if you don't. But I wish I could have better luck with my camera—I never get more than four or five good ones, and I'm always hoping!"

Pretty picture, isn't it? Overdrawn? Not a bit of it? I know half a dozen such places, and I bet you know of one or two yourself. Sometimes I wish I ran a photo supply store, if only for the fun of putting all these cranky notions of mine into execution. They tell me I wouldn't last long, but I'd chance it. And the first thing I'd do would be to rip out those tanks and fire the boy and clean up the cellar and have a sign painted telling everyone what I was doing. Then I'd fix up a "dark" room that was so full of windows it looked like a conservatory, and I'd spend all the money I could find on tanks and I'd have people

flock into my place just to see me develop their films. *You* never invite a man down to see his films developed—you can't afford to let him see the mess you are in downstairs or the disgraceful conditions under which your men work! You spend your days preaching photographic cleanliness and ease, and the advantages of tanks, and your workmen spend their time in dirt and filth "developing" (heaven save the mark) your customers' films in a concentrated lye of a developer. 'Course you can't afford to give it away!

I'd pay for my tanks and my room and my equipment in a couple of months, with just the extra films I saved with tank development. Nine out of ten orders read "develop the roll and make one, two, three or four prints from each good negative." If you get four from a roll, you make, perhaps, a dozen prints. If you got a dozen you'd make three dozen prints, and your customer would be so tickled she'd buy more film right away, instead of being discouraged and leaving the matter until her enthusiasm came back again!

You'd make friends and so would I, taking customers into your "dark" room that was as light as day could make it, and letting him or her see your workmen, themselves clean, working in a slopless room over a couple of sinks, manipulating a lot of tanks. I'll sell tanks, too, by the dozen, instead of the one or two, and my customers would develop their own films. They would save me that—in itself not a profit-making job—and they would still bring them to me to print—or, they would buy the supplies of me, give me my own profit and double it in a month, since the man who does his own work does more than when you do it—he spends his money to better advantage, and you get the same profit without the work! It's a short-sighted policy that won't convert a customer of finishing work into one for tanks and supplies when opportunity arises, and it's a dandy scheme, this demonstration room, to do just that!

The proposition is so dead open-and-shut I can't imagine why some of you wise ones haven't caught on faster. It costs money to change. But it gives you better work—which means better satisfied customers—more work, which means more profit—helps you sell tanks, still more profit—is a splendid thing to advertise, which means more customers—and pays for itself in a short time!

Worth while thinking about, isn't it?

Fit your Kodak with a

Zeiss-Kodak

ANASTIGMAT

*f*6.3

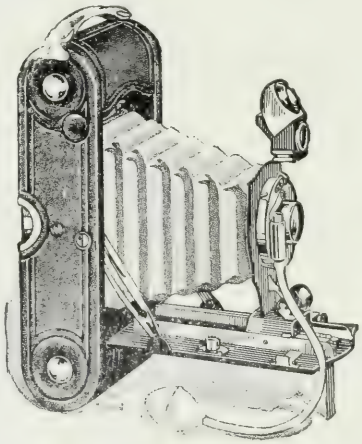
The Lens of Quality for the Camera of Quality

If it isn't an Eastman, it isn't a Kodak.

Put "KODAK"

on that Christmas List.

There's nothing, unless it be the after-delight in the pictures themselves, that more universally appeals to young and old than picture taking. And it's inexpensive now, for Kodak has made it so. There are Kodaks and Brownies for all people and purposes—but none more popular than the simple and compact:



FOLDING POCKET SERIES.

No. 1,	$2\frac{1}{4} \times 3\frac{1}{4}$ pictures,	$10.00
No. 1A,	$2\frac{1}{2} \times 4\frac{1}{4}$ "	12.00
No. 1A, Spcl.	$2\frac{1}{2} \times 4\frac{1}{4}$ "	15.00
No. 3,	$3\frac{1}{4} \times 4\frac{1}{4}$ "	17.50
No. 3A,	$3\frac{1}{4} \times 5\frac{1}{2}$ "	20.00
No. 4,	4×5 "	20.00

Box form Kodaks at $5.00 to $12.00 and Brownie Cameras (they work like Kodaks) at $1.00 to $12.00 and high speed Kodaks with anastigmat lenses at $40.00 to upwards of $100.00 offer an infinite variety, but in none of them has been omitted the principle that has made the Kodak success—Simplicity.

Kodak means Photography with the bother left out.

Richard Roe & Co.

Cut No. 253.

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VI. No. 8. TORONTO, CAN. DECEMBER, 1909.

PEARY LETTERS THAT TELL OF KODAK DEPENDABILITY.

It takes pretty good nerve for an advertiser to bang away with full pages in high-priced magazines during the "off season," but that's just what the Eastman Kodak Co. is doing in the magazines published across the line. The advertising opportunity offered by Commander Peary's forceful commentary on the successful use of Kodak goods under the adverse conditions prevailing in his series of campaigns to reach the Farthest North was too good to be let slip. Peary's feat is one of the greatest importance, not only to his fellow citizens, but to the whole civilized world, and the conquest of the Pole has a particular interest for the Anglo-Saxon race in all quarters of the globe. On page 3 we reproduce in reduced size the full-page ad. that the E. K. Co. is running in all but one of the leading U. S. magazines for January. The exception is Hampton's, in which Peary's own story is being told at a cost to that publication of $1.20 per word, exceeding in cost Roosevelt's dollar-per-word story in Scribner's, and in that publication, which will find its way into every known land, there are four pages of strong advertising copy, which include Peary's letters on Kodak goods written on his return in 1892 as well as in 1909. We, too, will use the same comment to good effect in our Canadian magazines, and in addition the large dailies of Toronto, Montreal and other cities will set forth the story of Kodak superiority as attested by Peary.

Peary achieved his success in reaching the Pole not only by courage and persistence, but by experience, and by attention to the minutest details of his equipment. Likewise, his photographic outfit was based on his experience in previous expeditions, and to his selection of Kodak goods he attributes a large measure of his photographic success.

If the word "Kodak" could appear in the illustrated press and in the magazines on every picture that is made with Kodak goods, the lesson it would teach would be the importance

of the Eastman products in the recording of the world's history. There have been great happenings on this old sphere in the twenty-one years since "Kodak" was born. It has photographed, in war and adventure, all parts of all sides of the earth, and now, thanks to Peary, it has photographed the top 'o the world. Kodak, before it was of age, having reached the top 'o the world, what may we not expect of it now that it has reached its majority. What next? The South Pole perhaps, and surely from the seat of the aeroplanist it is to get for us who prefer to keep our feet on Mother Earth a new view of things.

But to leave the fanciful. The fact that fully ninety per cent. of the successful pictures taken in war and adventure under the most adverse conditions—whether they be caused by polar ice or tropic sun, arctic blizzard or torrid torrents, are Kodak pictures. For such work, Kodak goods are to-day the acknowledged essentials. There can be but one deduction: If Kodak goods are essential under adverse conditions, they are preferable for every day use.

And from your standpoint, the beauty of it all is that we are not keeping still about it.

WHEN WE GUESS

Conditions change from time to time, and we have therefore recently revised the instructions to our order department as to the shipments of Velox, Nepera and Azo, in those cases where full and definite instructions are not received by us. The only alternative of such a system would be to hold the orders for further instructions, but experience has taught us that in a very large majority of cases our customers are better satisfied to have us ship the goods—using our own judgment as to the surface and degree of contrast.

The following is our method of handling such orders:

Velox, Nepera, Azo—
Post Cards Excepted.

If an order for Velox fails to specify surface, we ship Velvet, contrast as provided below.

If an order for Velox fails to specify contrast, we should supply Special, if the size is Cabinet or larger or a roll; Regular, if the order calls for smaller sizes. The average small negative is best adapted to Regular Velox.

If an order for Azo fails to specify surface, we ship Grade "D." contrast as below.

If an order for Azo fails to specify contrast, we supply Hard, which is most in demand.

POST CARDS

If the surface of Azo Post Cards is not specified, we supply Grade "D."

If the contrast of Azo Post Cards is not mentioned, we send Hard.

If the surface of Velox Post Cards is not mentioned, we send Velvet.

If the contrast of Velox Post Cards is not mentioned, we send Special.

If Nepera order fails to specify surface, we send Velvet.

KODAK

at the

North Pole

"Being satisfied since my first expedition in 1891 that the Eastman cameras and films were best suited for this class of work, I have used both exclusively in all of my Arctic expeditions since, and it is to this that I attribute the fact that I have brought back a series of photographs which in quantity and quality probably exceed any other series of photographs obtained from the Arctic regions."

Wherever adverse conditions demand absolute dependability in photographic equipment—there the Kodak goods are chosen. The photographic success of Commander Peary's expedition is fully demonstrated by the pictures—all of them Kodak films, illustrating his thrilling, historic narrative now running in HAMPTON'S MAGAZINE.

EASTMAN KODAK COMPANY

Catalogue free at the dealers or by mail.

ROCHESTER, N.Y., *The Kodak City.*

A correspondent says:

"If your dealers could deliver such negatives and Velox prints and Bromides as you do, it would bear more fruit than all your other advertising combined."

This may be a hard knock at the efficiency of the advertising department—but it's a boost for the Educational Department. Let it help you do better work. There's no charge.

DO YOU?

We give below a letter from a dealer telling how successful he has been in getting business as a result of a follow-up on the names given him of prospective purchasers that have been secured through magazine or farm paper advertising.

We are of course directing this talk to dealers in the villages and smaller cities. The man in the large cities doesn't often ask us for a catalogue, because he can hardly go out to his noonday luncheon without seeing a Kodak sign, and his wife finds Kodak goods on sale in some one of the stores where she regularly trades. But rurally, we try to connect the man with a leaning toward photography with the dealer who has the goods.

You've all had notice from us at one time or another that so-and-so had asked for a Kodak catalogue. Do you follow these up?

Tried once and found it was only a boy? But perhaps that boy earned a dollar picking apples and because you didn't follow him up bought his Brownie of your competitor, or worse yet, spent the money going to a show. Besides, he's going to be a man soon and earn good wages and buy a 3A Kodak with perhaps an anastigmat lens. Those inquiries for printed matter that we get cost a lot of money. We don't want to work on them ourselves, because we are too far away and because we don't want to do a retail business. But every evening's mail carries out a bunch of letters to all parts of the country telling dealers of the inquiries we have had. Do you follow them up when you get one?

No—proportionately to what we spend you don't get many. If you are in a big city, you don't get *any*, because there are so many of you it isn't a practical scheme. And another reason that you don't get many is because for several years you have had a Kodak sign in your store front and it is therefore ten to one that when John Doe reads our advertisement, "Catalogue free at the dealers or by mail," he calls at your store for it and perhaps doesn't even ask. Simply takes it off the counter and puts it in his pocket.

But when you *do* get a notification, do you follow it up? The subjoined letter would indicate that it pays:

Grants Pass, Oregon,
Nov. 6, 1909.

Gentlemen:

Beg to report that we have recently sold Geo. A. Meissner, Kerby, a Brownie, as a result of our follow-up letters, whose name you sent us April 2, 1909; also Miss E. D. Thompson, Kerby, Oregon, a 3A Folding Pocket Kodak and outfit, name sent by you October 29, 1909; also F. M. Horn, Kerby, Oregon, a No. 3A Folding Brownie and outfit, name sent by you August 27, 1909.

We wish at this time to thank you for these names and wish to assure you that it is no fault of ours if the inquirer gets away from the Kodak family, once we get track of their having made inquiry. We may have made other sales from persons coming

in the store and buying after we had written them, the clerk not having taken their names, and these we get sooner or later by their sending in for film or paper.

STANTON ROWELL.

THE REASON

Said an old photographic supply dealer the other day: "Before I went into this business I was just simply an amateur photographer, and knew mighty little about any of the whys and wherefores of picture making. Of the chemistry of photography I knew absolutely nothing, but I did find out by good hard experience that some brands of chemicals and chemical preparations afforded me better results than others. For a while, not being able, visually, to detect any difference in the chemicals, I purchased those that could be obtained for the least money and counted myself an economist. The following incident led to my investigating the chemical proposition and altered my views materially in regard to all chemicals being alike. I had purchased a gross of developing paper, exposed, printed and developed it in my usual manner, but could not get good results. I returned the paper to the manufacturer, stating that it was defective; in about ten days time, back came the paper, with a letter from the maker stating that the paper was O.K., and with some prints on part of the returned paper that were exceedingly fine. I again tried the paper, with no better results. Clearly, then, it was *not* the fault of the paper, my manipulation was the same as usual, so I came to the conclusion that it must be the developer—and then I remembered that I had recently purchased a new developer because it was quite a bit cheaper than that put up by the paper manufacturer. To test this out, I prepared some of the paper manufacturer's developer and secured first-class results.

My little lesson, though not so expensive as some others, taught me that there *was* a difference in chemicals, and it did not require much second thought for me to see that the manufacturers of sensitized goods must make developer right—have all their chemicals right, to keep their chief product going—and likewise that they must market their chemical preparations at the lowest possible price consistent with quality."

Save yourself expensive object lessons by using chemicals of tested quality and strength—look for this trade mark:

JUST A SUGGESTION

Dec. 6th, 1909.

Canadian Kodak Co.,
Toronto.

Dear Sirs:

Allow me to suggest to you a way to advertise your goods. I got a Kodak last August and got one of the boys in the shop to develop my first film (he had not touched his camera

for over a year), but after doing my work, it renewed his interest in the work and he started taking pictures again, and when I did my own work I showed it around the shop and others got interested; one of them got a camera and now we talk and show pictures around.

I am only in a small shop, but I thought if you had one or two good beginners in the large shops that would show their work and talk pictures they would get a few more patrons for you.

I remain, one of your patrons,
C. J. B.

The letter quoted above explains itself, and we have no comment to make, but offer a suggestion to our dealers. We do no retail business and our ads. are proof that we do not want such a business, for, according to the ads., the goods are always "at your dealer." In consequence, we are not in touch with parties or conditions such as those mentioned in the letter, but every dealer in every town knows or should know of shops or factories in which interest in things photographic could be aroused or revived, and there is no great difficulty connected with such a revival, for one Kodak enthusiast will infect the others, as in this case. No inducements are necessary—the Witchery of Kodakery is inducement enough in itself—so get in touch and make the beginners.

IN COLD WEATHER

Correct temperature of the developing solution is essential for best results with the Kodak Film Tank, and amateurs who are not careful to pay attention to this matter in cold weather are likely to have thin undeveloped negatives.

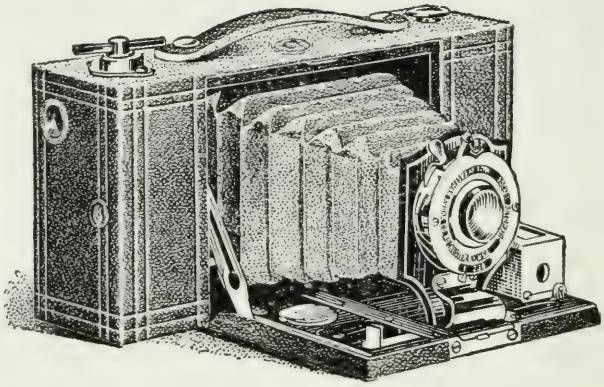
It is worth while just now to give the Eastman Thermometer a place on your counter where customers will be reminded of it, and to show one in your window. The price, 50 cents, less 25% to dealers.

The lens of quality for the camera of quality.

ZEISS KODAK Anastigmat *f*.6.3.

Notice the name.

Kodak and Zeiss vouch for the quality.



There's nothing too good for your children, and nothing that will give them more good, wholesome fun than a

Brownie

You'll be surprised, if you are not already familiar with the latest in Kodak photography, at how simple it all is and what a good camera you can buy for very little money. There are Brownies at $1.00 to $12.00, and every one capable of making good pictures, even in inexperienced hands.

Put Brownie on that Christmas List.

RICHARD ROE & CO.

Cut No. 27a.

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VI. No. 9. TORONTO, CAN. JANUARY, 1910.

WINTER KODAKERY

This Canada of ours has been much maligned in the past on the score of an awful winter, dealing death and destruction to man and beast, and Kipling, in spite of his claims as the Poet of the Empire, has helped to create an impression which has actually retarded progress by his fable about "Our Lady of the Snows." It's a nice poetic title, but absolutely without foundation, as the dear fellow found out after a few interviews with people who knew Canada true to life, and not as seen from an observation car or through the frosted windows of a heavy Pullman.

Fortunately the impression is being quickly eradicated, but in the photographic business it seems to be still deeply rooted and largely because the people who sell the goods tacitly admit, for themselves and for the manufacturers, that Amateur Photography is dead in winter—they might just as well hang up the "nothing doing" sign.

There is a feeling among some dealers in Kodak goods that with the first fall of snow, or even a little before the snow comes, their stock of cameras should be banished from show cases and given a rest till spring in some dark corner of the store; such supplies as film, paper, chemicals, ets., will be sold to a few amateurs only, who are printing vacation negatives, etc. Now, we don't propose to deny that summer is more favorable to picture taking than winter, just the same as it is for travelling, but at the same time we don't admit that winter is a period of photographic lassitude, if we may use such a term in speaking of an art which is the sworn foe of tired feelings and the blues. There was a time when all photography was wrapped in a heavy veil of mystery, largely by reason of intricate processes and cumbersome outfits, but outfits and processes have been simplified almost beyond belief, and the natural obstacles to winter photography have been in large measure removed by these simpli-

fications. Winter presents just as varied opportunities for photographic work as summer, perhaps even more, and that there is a falling off during the winter months is to be attributed chiefly to the fact that interest in winter Kodakery has never been fostered. People will Kodak during the summer anyway, but these same people will Kodak when the snow is on the ground. The "outdoors" in winter makes just as strong an appeal as in summer, and it is not the outdoors alone that may be photographed. There are the intimate stories of the home life, opportunities for flash work and home portraiture ever present. The opportunities exist but do not "stick out"—it may be necessary to point them out, and in this work Kodak will do its part. During the coming winter we will keep up a heavy fire of ads., and we have in hand a booklet on Flashlight Photography, notice of which will appear later in this Circular, but in the meantime every dealer can do his share by leaving his Kodaks and Brownies where they can be seen. Don't banish them to some dark corner for the winter; they will attract attention just as well in winter as in summer, and don't be misled into thinking that there is no business to be had before you have tried to get it. Keep hammering away for business even if the thermometer registers 20° below, use good window displays, comprising views of winter scenes of local interest and the business must come. We say "must" because we know of many cases where it did come.

N.B.—In a few days we shall mail a copy of the booklet referred to above—"By Flashlight"—to each of our customers, and we shall be glad to have orders for them to any reasonable quantity. No quantity will be sent except to those who ask for them.

NEW CHEMICAL PREPARATIONS

There is a demand for a retouching medium in a small package, and to meet this demand we are putting on the market Eastman's Retouching Fluid put up in one ounce bottles at 25c. per bottle. Discount 33 1-3%.

From time to time we have enquiries for an intensifier which can go through the mails and in a small package. For this purpose we have prepared Eastman's Intensifier Powders, which will be put up in glass tubes, packed in a cardboard carton, similar to the developing powders we supply in tubes. The price—15c. per tube, less 33 1-3%.

Both of the preparations mentioned above come up to Eastman quality. Make note of them.

AUTOTIME SCALES

In the Circular for October last we announced sets of these scales arranged on a card convenient for display purposes.

The announcement read that there would be eleven scales complete on each card, but it has since proved advisable to put only nine scales on the card, and the price of the card will, of course, be reduced to Nine Dollars from Eleven—same discount, 30%.

There is quite a little business to be had in this handy device, and every dealer should display a set—you make 30%, but it helps to better work, and that's the advantage to you.

IN FILMS

I've traveled 'round and 'round the world—
In films;
Up hill, down dale, I've oft been hurled—
In films;
I've seen the king of every land;
I've watched an army take its stand
When fighting with a hostile band—
In films;

I've seen the finest dramas played—
In films;
I've watched the process of each trade—
In films;
I've witnessed crowds in lively chase,
Pursue some rascal in disgrace;
My laughter equaled that swift pace—
In films;

A wondrous world, in sooth, I see
In films;
Where far-off scenes are brought to me—
In films;
When Jeff and Johnson have their fight
I wouldn't go, e'en though I might;
I'll pay a nickel for the sight—
In films.

—*Cleveland Plain-Dealer.*

1910 TERMS

Except for the addition of Artura Paper there are none but very minor changes in our Terms of Sale for 1910. The terms as existing in 1909 have proved highly satisfactory to the trade and as a protection against the evils of substitution are coming to be recognized by the public as distinctly in the interests of the consumer. It is a great satisfaction to us to know that they are so generally accepted by the trade and by the public as being of benefit to all of our customers.

OFF THE MARKET

Of course we have to keep on getting out new goods. Otherwise interest in photography would wane, and profits would peter out for you and for us. But we can't keep on getting out new stuff without now and then withdrawing some of the old. Your shelves wouldn't be long enough to hold it all. We therefore announce the withdrawal of two papers: W. D. Platinum and Eastman's Sepia. Good as they are, other papers that you handle have so far taken the place of these goods that it seems useless for you to stock or for us to list these goods longer.

The discontinuance goes into effect immediately.

The Safest Self-burning Flash is an

EASTMAN FLASH SHEET

Absolutely best for all amateur purposes

A $150 BROWNIE

Several dealers have written us in response to the article in our December issue about the advisability of following up inquiries that have been referred to them. Here are the results shown from Missouri:

"Gentlemen:

We are just in receipt of your December Trade Circular and note what you say about following up inquiries that have been referred to us, and wish to say that we think, in fact, we know, that it will pay any dealer to follow up these inquiries, as the smallest boy or girl is a possible purchaser, for we have sold several Brownies to small boys recently and they are all enthusiastic about them, and more than one of them has told us of his intentions to buy a "nice big Kodak" as soon as he could.

It was early last spring that we took up the matter of buying a Kodak with one of the inquirers referred to us, and after the second letter we were favored with a call, and the sale of a Kodak Box Outfit was the result of the call.

Not long afterwards he told us that he had disposed of his Brownie and now wanted a regular Kodak, and we had the pleasure of fitting him up with a No. 3A Kodak with Auto Shutter, Tank Developer and a nice bunch of supplies.

He made pictures in his neighborhood and bought a nice lot of paper, film and supplies right along, his purchases in six months amounting to about $150.00.

Yours truly

W. C. Mitchell & Son."

Do you follow 'em up?

HOW AND WHY

The Educational Department will teach you how to develop your amateur negatives, whether Roll Film, Film Pack or Plates.

When and how to intensify a negative.

When and how to reduce a negative.

How to spot a negative.

How to block out a bad sky and print in another.

How to print Velox, so your results in Amateur Finishing will equal their own.

How to *know* when you are right.

When to use Regular and when Special Velox, and why.

How to make your prints dry flat and stay flat.

How to clean your prints so they may be delivered with the right finish.

How to get best results when using Nepera Solution and Velox Liquid Developer, whether purchased ready prepared or made up by yourself.

How to make Redeveloped prints that are right and are uniform in color.

How to spot your prints.

How to trim and mount.

How to make Bromide prints equal to their own work, whether black or redeveloped.

In addition to teaching you how and why their way is the right way, you have the opportunity to see their methods and ask any questions you wish.

All material and instructions are furnished free.

If you wish to know whether you need any of the foregoing instruction, write the Educational Department for a method whereby you may convince yourself whether your work is up to the standard or not.

ANOTHER WINDOW

Here's a clever Film Carton-house made up for the Christmas window by I. Brooke, of Brooklyn, N.Y. With somebody else substituted for Santa Claus it would be good at any time. The picture and Mr. Brooke's description make it all very clear:

* * * The house is made up entirely of film boxes, except for the roof, which is made out of a large mount. The words "Kodak Home" are made transparent with red tissue paper and an electric light in back of the house illuminates them beautifully. Santa Claus is holding a Pocket Kodak under one arm and a film in the sack under his other arm. He is leaving the cottage with them.

FLASH SHEETS

THE UNPHOTOGRAPHED

Once more.

Once more your Kodak business has gone ahead substantially. More cameras, more films, more papers have been sold. Improved goods, better developing and printing, persistent advertising and a fuller appreciation on the part of the public as to how Kodakery touches every side of life have made more business.

But after all, you didn't get all the business you should have had. Some people actually went on their vacations without a camera; hunters bagged deer with no Kodak to tell the tale; big fish were caught unrecorded; motorists toured minus a Kodak; people even traveled from here to Europe and back and depended on colored picture postals—worse than all that, babies, in some instances, went the whole year through unphotographed!! Comparing our sales with the estimated increase in population, we find that there are children in this country who have no Brownies!!!

It's up to you and to us, Messrs. Dealers, to set matters right. These things ought not to be and we must get together to set 'em right. Of course, it would be unfortunate in one way if between our efforts, yours and ours, every man, woman and child in this country had a Kodak, because it might hurt this year's camera business—but how the film would go! and papers and tanks and chemicals! And

the developing and printing departments would need enlarging!!

So let's don't worry about getting everybody to Kodaking. The more of 'em we get started, the better for them and for you and for us. The field is a big one yet, and considering the Kodak simplicity and certainty, it really is strange how anybody has escaped our combined efforts up to now. But 1909 *was* encouraging. It proved again that amateur photography is no fad but that pictures have become a part of the life of many of us —we almost said most of us— and can be made a part of the life and habits of *all* of us— excepting only, perhaps, the "submerged tenth." Ninety per cent. of the families of this country are possible ultimate customers for at least a Brownie. The question right now is: How many can we get this year?

The line is getting better every minute. Little improvements and big improvements in cameras and films and papers are constant. The $2.00 Brownie of to-day is a better and a more practical all around camera than the $25.00 Kodak of twenty years ago. Compare, if you like, the present No. 3 Folding Pocket Kodak with the camera at the same price of ten years ago. We are now giving twice as much for the money in the camera and spending—no, investing—three times as much in the advertising.

It's January. Look to your stock and needs. Investigate your developing and printing and let us know if the Educational Department can be of help to you. Make the most from month to month of our signs and booklets and our free cut service. Photography is growing. The Kodak business is growing. If you did not show a substantial increase in 1909, you are not getting your share of the new business. Let's all get after those mistaken people who have not yet Kodaked,—meantime, taking exceptional care of those who do Kodak.

Now for 1910.

FLASH SHEETS

ARE

SURER, SAFER

Your Advantage

Whatever is best in photography is yours to sell:

IN CAMERAS. Kodaks and Brownies.

IN FILMS. Eastman N.C. Cartridge and Film Pack.

IN PLATES. Seed, Royal, Stanley.

IN PAPERS. Aristo, Artura and Angelo for the professional. Velox and Solio for the amateur.

IN CHEMICALS. Kodak Tested.

IN SUNDRIES. A full line that has back of it the experience of the men who know the trade requirements.

IN EVERYTHING. The line that is ADVERTISED—DEMONSTRATED.

An Obvious Advantage

BROWNIE

Little pictures of — and by little folks are easy to make with a

BROWNIE CAMERA

VERY SIMPLE -- NO DARK-ROOM NECESSARY.

Eight Different Styles, $1.00 to $12.00.

RICHARD ROE & CO.

Double Column Cut No. 150.

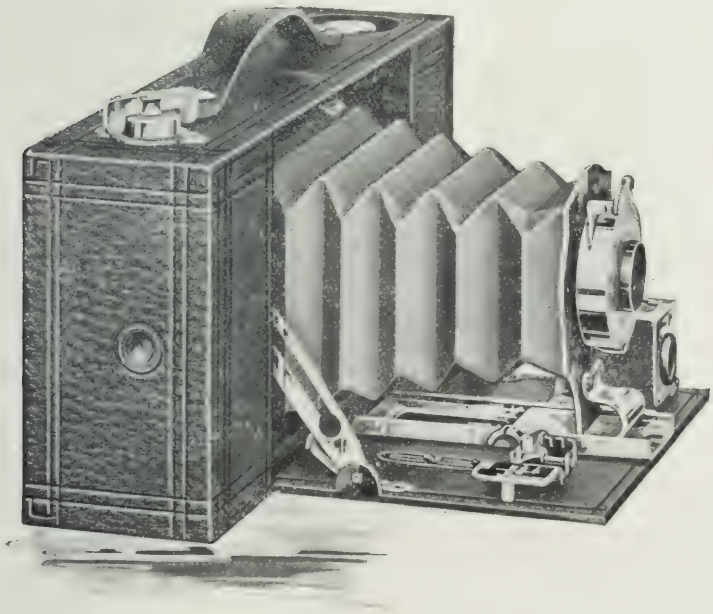
FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VI. No. 10. TORONTO, CAN. FEBRUARY, 1910.



THE No. 2A FOLDING
POCKET BROWNIE

Pictures 2½ x 4¼ inches. Price, $7.00.

IMPROVING THE BROWNIE LINE

There's no argument about the popularity of the $2\frac{1}{2}$ x $4\frac{1}{4}$ picture. The 1A Folding Pocket Kodak has for a long time been a live one, the 1A Special is making a good record and the 2A Brownie has been and is a phenomenal seller. Built right, price right and size right, there should be good business in the No. 2A Folding Pocket Brownie for $2\frac{1}{2}$ x $4\frac{1}{4}$ pictures—price $7.00.

This camera closely resembles in appearance that good seller the No. 2 Folding Pocket Brownie. It loads for six or twelve exposures (1A Kodak Film) has a single achromatic lens and our Pocket achromatic Star Opening Shutter, automatic focusing lock, reversible finder and tripod sockets for both vertical and horizontal exposures. It's truly a pocket camera, slipping readily into the ordinary side coat pocket. It's positive and simple in action, not a "trappy" feature in it, and withal is a handsome little camera. The covering is, of course, imitation leather but it's a good imitation and with the red leather bellows, the brass shutter and full nickel fittings, this new Brownie shows good value and *has* it. 'Twill make good pictures and will wear well.

And it will *sell* well. Some of you should order a dozen, many of you should order in half dozen lots and the smallest of you should at least stock it. It's going to be a live seller and help to make 1910 the best of all the good years.

The goods are ready NOW. Let us have your orders.

THE PRICE

No. 2A Folding Pocket Brownie..Trade Discount, 25%.	$7.00
Carrying case for do.....	.90
12 Ex. Film Cart. for do. (same as 1A F. P. K.).....	.50
6 Ex. Film Cart. for do. (same as 1A F. P. K.).....	.25

Regular Discounts.

DATING PAPERS

Our system of stamping papers with an "expiration date," beyond which they will not be replaced "for fault in manufacture," has worked so well for all concerned on the products to which it has been applied that in future we shall extend this system to include: Aristo Platino, Aristo Self Toning, Commercial Aristo Platino, Aristo Junior, Aristo Gold, Aristo Carbon Sepia, Collodio Carbon, Azo, and Kresko.

We make this announcement with full confidence that it will meet with the approval of both dealer and consumer customers, for the satisfactory manner in which the dating system has worked with our other goods is a sufficient indication that it will be of value also on the above mentioned goods.

Flash Sheets For February Business.

LOCAL INTEREST

Some weeks ago we sent to each of our customers four prints from No. 3A negatives, showing winter scenes, our purpose being to give some idea as to what kind of pictures could be made in winter. The prints were not the finest we could get, for we felt that such a course would at once be met with the objection from the dealer that it was easy for us to send out swell pictures, but where was he to get them. In a few cases these prints no doubt found their way to the waste basket in very short order, but the indications are that most of our customers took them in the spirit in which they were sent and following out the idea have kept interest in winter Kodakery fizzing as never before—to their immediate advantage in dollars and cents. And in this work the chief helper has been the show window. A writer in one of the photographic publications has some very pertinent remarks to make about show cases, and about the most forcible paragraph of his article reads as follows:

"It is really indecent, the way they work that show case. Why, they don't give the prints a chance to lie down and go to sleep before they take 'em out and put something else in. If they make a picture of Senator Thus-and-so in his automobile today and let you look at it, probably to-morrow there is a dog fight awaiting your attention, and the next day a fire. If they make a series of postals of some happening of local interest, they put in the whole series and nothing else, and people stop and look. In fact, there are always four or five people looking into this show case to see what's new there. Inasmuch as these people put their names on all prints, you go away with a confused idea that Smith-Robinson—or maybe it's Robinson-Smith — must be mighty busy to make all those pictures."

He is talking about two hustlers in commercial work, but the same argument will apply to amateur dealers in the matter of window displays, especially during winter. Make things happen lively in your window. Show the local hockey team, the ice formation at the dam, or Main Street after a storm; each day will suggest to you a suitable picture for your window if you are on the lookout for them, even tho' fires and dog-fights occur but seldom in your town; it will impress on everyone who sees it that you are the man to buy Kodaks from, for you evidently know how to use them, and these pictures of every-day occurrences in actual life drive home the simplicity and all-round application of the Kodak.

FOR YOUR WINDOW

If your wife were going down the street with the firm intention of not stopping to look in the milliner's window, and if as she went by her eye turned just a wee trifle and she saw, in that

window, a merry widow hat that was just 24 times as big as an ordinary merry widow, would she stop?

It may be a far cry from a merry widow hat to a film carton, but the illustration will serve. For the five biggest sellers in film cartridges we have prepared container cartons holding twenty-four rolls that are in color, shape and design just like the cartons that hold one cartridge only. When they first strike the eye the inevitable thought is, "It must be a big Kodak that will take the cartridge that box contains." Of course that box contains twenty-four cartridges, each, as before, in its individual carton. These mammoth cartons simply take the place of wrapping paper, paper labels and string and they cost a lot more money, but they will do your windows good and so we are supplying them.

The mammoth cartons are supplied for:

No. 1A F. P. Kodak Cartridges, 6 exposures.

No. 3 F. P. Kodak Cartridges, 6 exposures.

No. 3A F. P. Kodak Cartridges, 6 exposures.

No. 2 Bulls-Eye Kodak Cartridges, 6 exposures.

No. 2 Brownie Cartridges, 6 exposures.

Therefore, when you order any one of the foregoing, it will be well—where it won't overstock you—to order in lots of twenty-four or multiples thereof—48-72, etc.

Keep your windows in mind when ordering and let us help you to strong display.

NOT BY MAIL

Our latest booklet—By Flashlight—has had a great demand both from dealers and in response to our general advertising. Naturally the booklet has boosted the sale of flash sheets and supplies generally, and it is doing what it was meant to do by making winter Kodakery more popular, but there is one point to which we would draw the attention of our customers, and that is that His Majesty's mail will not carry flash sheets, so that when we receive orders for flash sheets to be sent by mail we have either to ship by express if the order warrants or ask for additions, which means delay. Order flash sheets by freight or express—NOT BY MAIL.

Make the Most of a Short Month

By getting the latest wrinkles for your developing and printing department, from the Educational Department.

THERE'S NO CHARGE.

ANOTHER PRIZE CONTEST

From time to time we have inquiries from dealers relative to the Kodak Advertising Contest. Below, we reprint an article from the February Trade Circular of the Eastman Kodak Co. which fully explains what this competition is. Notice that it is conducted by the Eastman Kodak Co., at Rochester, N.Y., and not by us in Toronto. The same information has been published in the Studio Light, which goes to professional photographers.

Reprint

When we were using paintings and drawings for our advertising work, we had pictures from the very best artists in the country, among them being such people as Frederic Remington, A. B. Frost, Charles Allan Gilbert, Jessie Wilcox Smith, Edward Penfield, T. K. Hanna, Alonzo Kimball and Rose Cecil O'Neill. Now that we are using photographs, we propose, too, to have the very best work obtainable and that's why we offer $500 for a single negative.

A number of photographers have made good money out of us in these contests. But there is more than the mere prize list to be considered. In addition to the $2,000 in prize money, we buy a considerable number of pictures every year—some from prize winners and some from others who were not so fortunate, and we are always looking for *more*. But we are not the only ones. Thousands of advertisers, the country over, are after illustrations for their magazine work, catalogues and booklets. They want live, virile stuff and the man who makes it can get his own price.

Our contests supply us with ten prize pictures, we buy in the course of a year twice as many more, in addition to which we frequently make pictures for ourselves when there is some special point to be covered that none of the prize or purchased pictures fit into properly.

There's a big field, for the man with ideas, in advertising illustration, and there's no better way in which to get a start than to enter the Kodak Advertising Contest for 1910. Encourage the better workers among your customers to take an interest. To help this along, we will supply, with your imprint, the necessary circulars embodying the following:

TERMS

1. Each picture is to contain a figure or figures and is to be suitable for use as an illustration in advertising the Kodak or the Kodak system of amateur photography.

2. Each print in Class "A" must be from a negative 5 x 7 or larger. Each print in Class "B" must be from a negative 4 x 5 or $3\frac{1}{4}$ x $5\frac{1}{2}$ or larger.

3. *Prints only* are to be sent for competition—not negatives.

4. Prints must be mounted but not framed. (Mounts should show about one inch margin.)

5. No competitor will be awarded more than one prize. (This does not prevent a competitor from entering as many pictures as he may desire.)

6. Due and reasonable care will be taken of all non-winning prints and, barring loss or accident, they will be returned to their owners at our expense, but we assume no responsibility of loss or damage.

7. The negatives from which all prize winning prints are made are

to become the property of the Eastman Kodak Co., and are to be received by it in good order before payment of prize money is made.

8. Contestants who are awarded prizes must also furnish to us the written consent of the subject (in the case of a minor, the written consent of a parent or guardian) to the use of the picture in such manner as we may see fit in our advertising as per the following forms:

For value received, I hereby consent that the pictures taken of me by _____ proofs of which are hereto attached, or any reproduction of the same, may be used by the Eastman Kodak Company or any of its associate companies for the purpose of illustration, advertising or publication in any manner.

I hereby affirm that I am the parent / guardian of _____, and for value received, I hereby consent that the pictures taken of him / her by _____ proofs of which are hereto attached, or any reproduction of the same, may be used by the Eastman Kodak Company or any of its associate companies for the purpose of illustration, advertising or publication in any manner.

NOTE. Blank forms will be furnished on application.

9. All entries should be addressed to

EASTMAN KODAK CO.,

Advg. Dept. ROCHESTER, N.Y.

10. In sending pictures, mark the *package* plainly, "Kodak Advertising Contest," and in the lower left-hand corner, write your own name and address. Then write us a letter as follows:

I am sending you to-day by Express. / Mail. charges prepaid. prints. Please enter in your Kodak Advertising Competition. Class _____

Yours truly,

Name. _____

Address. _____

11. The name and address of the competitor must be legibly written on a paper and enclosed in a sealed envelope in the same package in which the prints are forwarded. There is to be no writing on prints or mounts.

12. We will promptly acknowledge the receipt of pictures, and when awards are made, will send each competitor a list of prize winners.

13. Only recognized professional photographers conducting a studio will be allowed to compete in Class "A." Class "B" is open to all photographers not in above classification.

14. This contest will close October 1st, 1910.

THE PRIZES

Class A

Professional Photographers Only.

Negatives 5 x 7 or larger.

First Prize, - - -	$500.00
Second " - - -	400.00
Third " - - -	250.00
Fourth " - - -	150.00
Fifth " - - -	100.00

Class B

Amateurs Only.

Negatives 4 x 5 or 3¼ x 5½ or larger.

First Prize, - - -	$300.00
Second " - - -	150.00
Third " - - -	75.00
Fourth " - - -	50.00
Fifth " - - -	25.00

SUGGESTIONS.

First of all, it should be remembered that these prizes are not offered for the sake of obtaining sample prints or negatives made with our goods. Merely pretty pictures, merely artistic pictures will not be considered. The pictures must in some way connect up with the Kodak idea—must show the pleasure that is to be derived from picture taking, or the simplicity of the Kodak system or suggest the excellence of Kodak goods. Must, in short, help to sell Kodak goods, by *illustration* of some one of the many points in their favor.

The jury will be instructed to

award the prize to those contestants whose pictures, all things considered, are best adapted to use in Kodak (or Brownie Camera) advertising.

As reproductions of the pictures will often be in small sizes, too much detail should not be introduced.

Pictures for reproduction should be snappy—vigorous, for they lose much by the half-tone process.

Where apparatus is introduced, it must be up-to-date. If you haven't the goods, you can borrow.

It is highly probable that we shall want to secure some negatives aside from the prize winners. In such cases, special arrangements will be made.

If you are interested, let us send you a copy of the Souvenir of 1909 contest, which gives an idea of the kinds of pictures that we consider valuable from an advertising standpoint.

THE JUDGES.

The jury of award will consist of photographers and of advertising men who are fully competent to pass upon the work submitted. Full attention will be paid therefore to the artistic and technical merit of the work as well as to its strength from an advertising standpoint. Announcement of the names of the judges will be made later.

EASTMAN KODAK CO.,
Rochester, N.Y.

Fit Your Kodak with a
Zeiss-Kodak
ANASTIGMAT *f* 6.3
The Lens of Quality for the Camera of Quality

Now's the Time

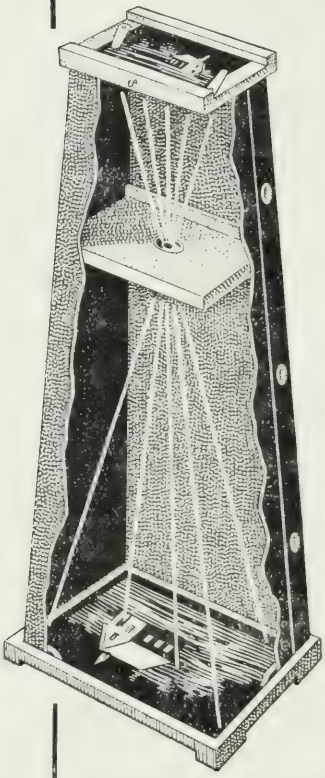
While you have time, to correct the faults in your Developing and Printing Department

The Educational Department is at your service.

ANYBODY CAN MAKE GOOD ENLARGEMENTS

WITH THE

Brownie Enlarging Camera



WORKS LIKE A PRINTING FRAME

No Dark-Room No Focusing

DELIGHTFUL WINTER WORK FOR EVERY AMATEUR

Brownie Enlarging Camera,	5 x 7 . . .		$2.00
" " "	6½ x 8½ . . .		3.00
" " "	8 x 10 . . .		4.00

EVERYTHING NEW FROM THE KODAK FACTORIES IN STOCK

Richard Roe & Co.

Cut No. 120.

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VI. No. 11. TORONTO, CAN. MARCH, 1910.

PREMO CAMERAS

We have taken over the Canadian business of the Rochester Optical Division of the Eastman Kodak Co., and from now on shall accept orders for Premo Cameras and sundries marketed by the Rochester Optical people; in fact, we have started to manufacture the cameras in Toronto. The line is somewhat new to us, but we hope to have things running smoothly before long, and orders for Premos, etc., will have attention as promptly as is practicable. Premos need no introduction, for they have made an enviable reputation for themselves throughout the world as the original instruments for picture making by the Film Pack system, and there is no question as to their quality. Then, there is the added advantage that Premos use plates as well as Film Packs, and the Film Pack Adapter will revive many an old Plate Camera which has long lain on the shelf on account of the plate inconvenience. Stock them—they will make your line more complete. Discounts on Premos as regularly equipped will be 30 per cent.—prices on cameras with special equipments will be announced later.

ARTURA

Not for Amateurs.

Two letters in the same mail, each on the subject of Artura for amateur use and each from a large dealer in amateur goods are of interest.

Dealer Number One asked for a line of sample prints to be used for amateur advertising——the other asked our opinion but stated that in his experience Artura was not the paper for use with the average amateur negative.

Dealer Number Two was right and that is one reason why we do not list Artura in dozens in the smaller sizes. The Artura success in the professional field was due in large part to the very fact that its makers kept the wants of the professional wholly in view. For that very reason it never was and is not now a desirable amateur paper. It's as

distinctly professional as Velox is amateur, and consequently Artura is marketed through professional dealers only.

Between the two classes of negatives—those made by the professional portraiturist under the skylight and those made by the amateur under the entirely different lightings which he encounters, there's a vast difference. Artura is made to suit the peculiarities of the professional negative; Velox is made to suit the peculiarities of the amateur negative. Stock and sell accordingly, if you want satisfied customers.

NOW ON SALE

February first we announced the No. 2A Folding Pocket Brownie Camera. April first our general advertising will boom this new camera and announce: "**Now on Sale by All Kodak Dealers.**"

Don't make the mistake of waiting until you "get a call." That's likely to mean that the other fellow will get the order. This new Brownie is really a *pocket* camera, the $2\frac{1}{2} \times 4\frac{1}{4}$ size is immensely popular, the quality is right, the price is low and as soon as our advertising has had an opportunity to reach the public there's going to be a stiff demand. We are going to push it all along the line in mediums that reach all classes of people—city and country. The manufacturing department is making good by turning the new Brownies out in large quantities and it's up to every dealer who makes a pretense of selling photographic goods to keep up to the minute by having some of these cameras in stock. Orders have already been liberal, but there are some dealers who have not yet indicated by an order that they are alive to the opportunities that this camera presents to bring the boys and girls up the line from their one, two and three dollar Brownies to something more attractive. This is a camera too that presents big opportunities in the field of getting grown folks who can't, or think they can't, quite afford a Kodak started right in amateur photography.

On page 8 we show an advertisement of the new Brownie that we think would prove attractive in *your* newspaper. Stock the goods and let people know of your enterprise by announcing the new goods from the Kodak Factory.

Stock the new BROWNIE 2A Folding Pocket.

It's the finishing that Counts in building an Amateur Photographic Business.

Let the Educational Department help you—There's no charge.

DEVELOPING FILM PACKS

It has come to our attention that some of the people who develop films for the amateur trade have not been getting the results they should from Film Packs. We have, therefore, been conducting a thorough-going investigation and have definitely located the trouble—*and it's not in the goods.*

Here is the situation: The Film Pack films have the same emulsion as Kodak films but it is specially treated to overcome scratching and therefore requires a special developer when developed by the time and tank method. If you will refer to formula given for stock solution for developing film pack films in the "Instructions for Developing Premo Film Pack Films in Premo Film Pack Tank" you will see that this formula calls for the same amount of carbonate and sulphite, whereas in directions for developing Kodak films there is 50 per cent. more sulphite than carbonate. Further—the special powders that we put up for use in the Premo Film Pack Tank are put up in this same way—with equal parts of sulphite and carbonate. Investigation shows that where the Premo Film Tank is used with either the Film Tank powders put out by us or with the formula given in the directions which accompany the tank the results are correct. It also shows that where the dark room method is used even with the Kodak film formula that Film Packs give satisfactory results simply because the operator continues development until he gets the proper density, increased time making up for the lack of accelerator (carbonate) in his developer.

The main troubles have come when the large tank system of development has been used, Kodak films and Premo Film Pack films going in together and remaining the same length of time (usually twenty minutes). Because the developer gets at the silver salts more quickly in the Kodak films than in the others they really get a considerably longer development though in the bath the same length of time. The remedy is—follow directions, or next best, if you must use the Kodak formula develop the Film Pack films 50 per cent. longer than Kodak films. Where you are developing Kodak films twenty minutes in your big tank at 65 degrees Fahr., leave the Premo Film Pack films for thirty minutes and if your developer is right for twenty minutes development in the one case it will be correct for thirty minutes in the other.

In connection with the foregoing, we wish to call attention to the fact that the formulas given in the direction sheet which accompanies each film pack are for tray and NOT for tank development and that they correspond with Kodak film directions and are to be left as they are because they also give a developer of a strength which corresponds with the strength

of the various Kodak powders put out for tray development.

NEW PRICES

EASTMAN PRINTING FRAMES

We give below the new list price and discounts on the Eastman Printing Frame. It is not merely advertising talk to state that this is absolutely the best amateur frame on the market, a frame that is made of material that is right, and is properly put together and finished. Look over your stock of printing frames and put in an order for at least an assorted hundred:

The List

$3\frac{1}{2}$ x $3\frac{1}{2}$	- -	$ .25 each
$3\frac{1}{4}$ x $4\frac{1}{4}$	- -	.25 "
4 x 5	- -	.25 "
$3\frac{1}{4}$ x $5\frac{1}{2}$	- -	.25 "
5 x 7	- -	.35 "

Discount to the trade, 40 . On orders for lots of 100, assorted, 40% and 10

The BIG LENS SUCCESS of 1909 was the Zeiss-Kodak Anastigmat

You can increase your 1910 profits by stocking and pushing it.

BY THE 100

Our "Bulls-Eye" composition trays are giving such a good account of themselves that many dealers are now looking for them in quantities, and we have therefore made a net price for hundred lots of one kind that is very attractive. These trays have been popular with the amateur for some years, and a full assortment should be carried in stock by every dealer. They are not only good goods, but can be retailed at a very low figure and still leave a handsome margin of profit to the dealer.

The Price

4	x 5	per 100,	-	$ 6.50 net
5	x 8	" "	-	15.00 "
$6\frac{1}{2}$	x $8\frac{1}{2}$	" "	-	22.75 "
8	x 10	" "	-	31.25 "

NEW LIST

ON CAMERA BULBS

The great increase in the use of shutters having pneumatic release makes it desirable for very many dealers to carry bulbs in stock—for bulbs will wear out and rubber will deteriorate. For convenience in ordering we have classified and numbered the bulbs as follows:

No. 1. For use on the No. 1A F. P. K. Special, No. 2 and No. 3 F. P. K. and No. 3 F. Brownie.

No. 2. For use on No. 3A and No. 4 F. P. K., No. 4 Screen Focus and No. 3A F. Brownie, No. 2 Stereo Brownie.

No. 3. For use on No. 4A F. K.

The Price

No. 1,	including	6	in. of tubing,	$ .20
No. 2,	"	6	" "	.25
No. 3,	"	12	" "	.35

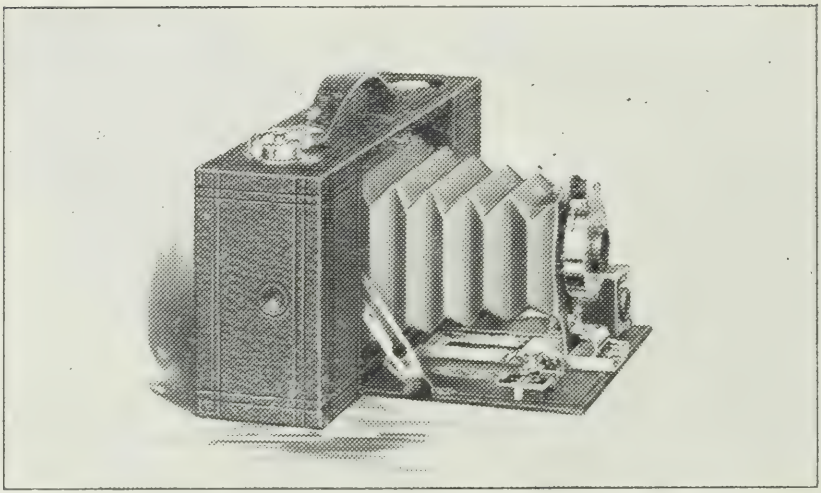
Discount to the trade 50%. On orders for 1 doz. or more of one kind, 50 and 10 .

THE
KODAK
TESTED
CHEMICALS

are gaining ground every day, because they *are* tested—*are* right.

A Practical Window Suggestion.

Place a negative in one end, an enlargement in the other end, and indicate the dotted lines by white string. Of course the negative should be upside down.



A New BROWNIE

from the Kodak Factory.

The No. 2A Folding Pocket.

The pictures it makes are just the size of above cut (2½ x 4¼ inches). Price, $7.00. Uses daylight loading Kodak Film Cartridges. Fine lens, automatic shutter, automatic focusing lock, reversible finder, two tripod sockets. Built on the Kodak plan—good all the way through.

Let us show you the new Kodak goods.

Richard Roe & Co., 1001 Tripod Ave.

Cut No. 197.

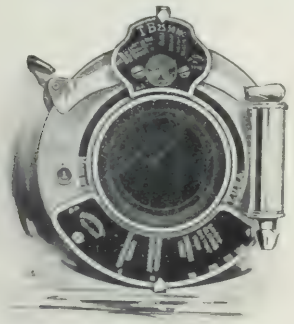
FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VI. No. 12. TORONTO, CAN. APRIL, 1910.



THE AUTOTIME SCALE

When we took up the sale of this accessory last season, all of our important printed matter had already gone to press, and except in a very small way we have not therefore been able to give it any advertising. This season we are giving it a full page in our Kodak catalogue and shall list it elsewhere because we have faith in it, first as an aid to the amateur and second as a profitable sundry for you and for us. In spite of almost no advertising the sale is increasing, because the Autotime Scale is proving satisfactory. With the advantage that it will have this year of appearing in our printed matter we feel that there can be no question as to a greatly increased demand, which you should prepare for by stocking the goods in all of the sizes which correspond with the Kodak and Brownie sizes that you are selling. For most of you this means the *full line*.

MOTORING WITH A KODAK

It's a lucky fact that photography is not now nor ever has been a fad. It's equally lucky that it fits into most real fads and makes them more enjoyable —especially the outdoor ones. The Automobile can hardly be placed in the fad class, for unquestionably it has come to stay, but on the other hand there is no disputing the tremendous present popularity of auto touring and there can be no doubt that this year will see a great increase in this fascinating sport—pastime—recreation—fad. Call it what you will.

On the other hand, the speed

mania is passing—partly because people are growing more sane on the subject and partly because of the diligence of town constables. Leisurely touring means pure enjoyment of the country, of the road, of the scenery and of the friends that are along—and all this spells: K-O-D-A-K.

To help you take advantage of this condition, we are publishing a new booklet entitled, "Motoring With a Kodak," and every automobile owner in the country ought to have a copy. We will furnish the books, with your imprint, if you will mail them to your local automobilists. The little book, we think, is about the cleverest thing we ever put out. It contains about twenty pages of good pictures, suggestive of auto touring, and automobile enthusiasm and the remainder of the thirty-two pages talk Kodak, just like a real catalogue. The pages are $5\frac{1}{2}$ x $7\frac{3}{4}$ inches and the color is an appropriate photographic design in four colors. If the printer keeps his promise, and he sometimes does, we shall be able to fill orders for these books about May tenth, and we suggest that orders put in now will receive first attention.

Now, by the way, when a man with a $4,000.00 touring car drives up in front of your place, see to it that his inquiry for a camera isn't responded to with a $2.00 Brownie. Tell your clerks that when they hear the purr of a motor outside the door they are to immediately begin saying to themselves: "Anastigmat equipment, anastigmat equipment," and as soon as they get the proper opportunity, they are to speak it out loud and with the confidence that convinces.

Meantime find out how many of the new booklets you can use to real advantage and let us know.

DISCONTINUED

The Flexo Printing Frame, in both $3\frac{1}{4}$ x $5\frac{1}{2}$ and 4 x 5 sizes, has been discontinued, its place being taken by the frames announced in our last issue. Please bear this in mind.

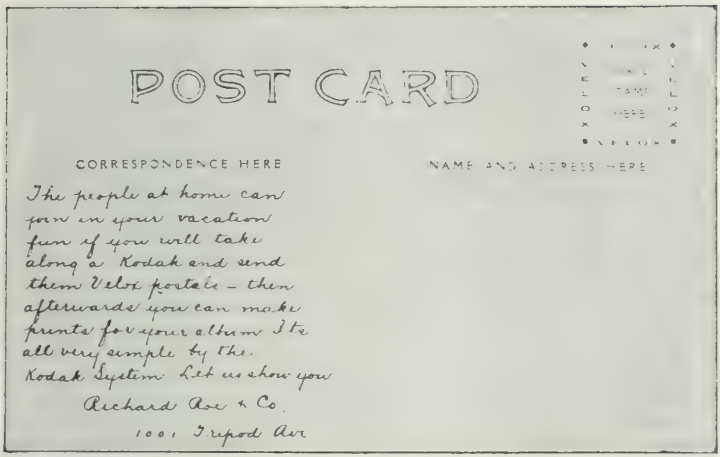
Another discontinuance is in the case of "The Modern Way In Picture Making"—our stock of these books is completely exhausted, and we shall not run another edition, but this does not mean that we are leaving this side of the business unprotected. Later on we shall announce a new publication along the same lines as the Modern Way, which will be strictly up-to-date and cover the field thoroughly.

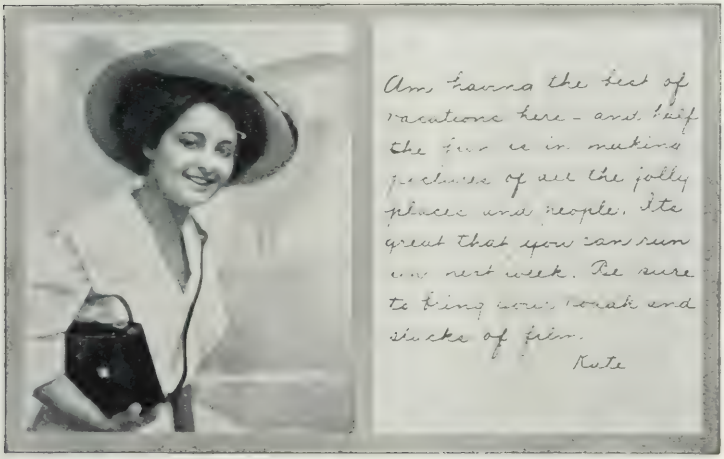
2A Folding

Pocket

Brownies

Mean Business.


POST CARD
CORRESPONDENCE HERE
The people at home can join in your vacation fun if you will take along a Kodak and send them Velox postals – then afterwards you can make prints for your album. It's all very simple by the Kodak System. Let us show you
Richard Roe & Co.
1001 Tripod Ave
NAME AND ADDRESS HERE


Am having the best of vacations here – and if the fun is in making pictures of all the jolly places and people. It's great that you can run over next week. Be sure to bring your Kodak and stacks of film.
Kate

TOO GOOD TO DROP

Our advertising Post Card Plan, started in 1909, turned out so well that we are in line with a new card for 1910. Most of those who used the cards the first year wanted them again last year—a pretty good evidence of their success. The scheme has not, however, been by any means overworked, so here it is again for 1910 with a new and comely maid—that looks as though she thoroughly enjoyed her Kodak and will make the rest of us want to go a Kodaking too.

The illustrations are really self explanatory. The sensitized side of the card has just a suggestion of advertising on it in the picture of the girl with a Kodak. The mailing side, which will be looked at last, but surely

looked at, carries a suggestion that is likely to meet with favor along about June time. On the full size card it is, of course, much easier to read than in the reproduction above.

We are prepared to furnish these cards in lots of one thousand or more, printed as above, but with dealer's name and address in same hand as the text and occupying same space as "Richard Roe & Co, 1001 Tripod Ave." at $10.00 per thousand net. This price does not apply on lots of less than one thousand, but does apply on fractional lots where the total is for more than one thousand, as for instance 1250, 2700, etc. On lots of less than one thousand, there will be an extra charge of one dollar. No order entered for less than 400 cards ($5.00 net). As these cards cost us very much more than we are getting for them, we cannot furnish them in any different form than stipulated above. We cannot furnish them without the advertising at any price nor with any changes in the advertising (except insertion of facsimile hand writing of dealer's name and address as explained above) at the price quoted. No changes of any description can be made on the picture side—changes on the address side, even where an extra charge is made, are to be subject to our approval—the point being, that as this is a Kodak advertising card that will be in quite general use, we must control it.

We have arranged for turning out these Kodak Advertising Post Cards in very large quantities, but being unable to anticipate the demand with certainty, can only agree to take care of orders on the "first come, first served" plan. If, and we hardly consider this probable, we have more orders than we can handle with reasonable promptness, we will confer with the dealer rather than take any chance of filling his order after it is too late for him to use the cards to good advantage.

With a good mailing list of the right kind of people as a foundation, there's no question about the effectiveness of this Post Card Advertising Plan. It is different. It is novel, yet absolutely dignified. It will make business—How many, please?

FOR THE SAKE OF UNIFORMITY

Two years ago we started manufacturing Kodaks and Brownies in our own factory, and as a result of this we have been enabled to allow a higher discount on certain instruments. This was fine for the dealer, but now it's the turn of the amateur. The No. 2 Folding Pocket Brownie lists at $5.00 in the U. S., and in Canada at $6.00, and this is the only case of difference in the price of a camera between the two countries. By reason of increased production in our own factory, we are in a position to make the price of this camera $5.00 list instead of $6.00. Discount remains as before—32%. This price will show in our 1910 catalogue.

NEW CHEMICALS

Eastman's Permanent Crystal Pyro

Unlike the usual form of Pyro, this latest addition to our "Tested Chemical" family may be weighed and handled without fear of its floating all over the room with every breath of wind or draft. Floating particles of Pyro are one of the fruitful sources of trouble in dark rooms, and photographers of every class will appreciate this point of superiority of our Permanent Crystal Pyro over the ordinary variety.

Then again it is acidified, doing away with the use of any acid when mixing developer, and finally it is worthy of the name Eastman. Packed in sealed bottles—prices as below:

One ounce	$ .20
One half pound	1.20
One pound	2.10

Discount to the trade, 30 .

ENOL

A New Developer

There has, for some time past, been a very successful sale in England of our new developing agent, Enol, a product manufactured there by Kodak, Limited. This developer has proved highly successful in combination with Hydrochinon for papers, films and plates, and we have, therefore, prepared to market the same product in this country. In putting it on sale, we shall, of course, give full directions for its use, and our direction sheets for various products with which Enol can be used will, as new editions are printed, recommend its use. A large sale is assured, and every dealer should therefore stock it.

The Price

Per pkg. of 1 oz.	$ .60
Per pkg. of ¼ lb.	2.25
Per pkg. of ½ lb.	4.25
Per pkg. of 1 lb.	8.00

Discount to the trade, 33⅓ .

NEW MODEL BULL'S-EYE TRIPOD

We have made some changes in the Bulls-Eye Tripod that we are sure the amateur will appreciate. It would be much better if more general views, where there are no moving objects, were made by the time exposure method with a small stop, and to encourage this we realized that a light, simple, inexpensive tripod was necessary. The new model Bulls-Eye Tripod fills this bill. Folded, it goes into an ordinary suit case, being but 24 inches in length; extended, it is 42½ inches in length, plenty long enough for all ordinary work with a "hand camera on a tripod." It is in only two sections, and, therefore, rigid, though light, and very quickly set up or closed, and it has an aluminum revolving head. Just the simple satisfactory little accessory that every Kodaker should have. List price and discount as before—$1.50 less 25% .

The wise ones order new goods promptly.

4 x 5 EASTMAN PLATE TANK—MODEL 3

There has been a change introduced in this Tank which should certainly result in increased sales. Heretofore there has been no satisfactory method of Tank Development for 3¼ x 5½ plates, but the new model Tank mentioned above will take 3¼ x 4¼, 3¼ x 5½ or 4 x 5 plates, and the price remains as before. This feature will be mentioned in the 1910 catalogue as well as in the new edition of "Tank Development" now in the press.

FULL SIZE

In packing Postal Cards in packages of 500, it is our custom to paste a card on the end of the package as a guide to the kind of postal inside, but as a full size postal projects beyond the sides of the package, the card thus pasted is trimmed so as to present a neat appearance. We mention this because we have recently had two or three parties return packages of postals on the ground that they wanted cards full size, not trimmed like the one pasted on the package. Please explain to your customers why this card is trimmed and that the cards in the package are of the standard size.

THE ATTRACTIVENESS OF THE 2A FOLDING

Pocket Brownie

PLUS the heavy advertising that has begun means business quick.

BE READY.

Say to Your Finisher:

"Tank Developed Film Pack Films are best when developed with

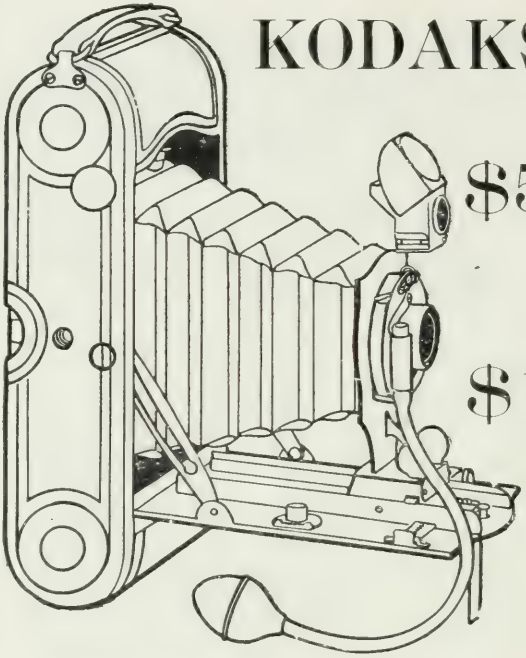
Premo Film Tank Powders

If, however, you sometimes must use the cartridge film formula in order to carry them along with other work: Develop 50 per cent. longer than you develop cartridge films."

Note: Read article on this subject, page 4, March Trade Circular.

THE BROWNIE FAMILY

Now and then it's well to impress the public that you have "the complete line." You can do it with Brownies with a very moderate investment. This window shows how it can be done conveniently, effectively, convincingly. Let it talk for you.



KODAKS

$5.00

to

$110.00

ALL THE NEW

KODAKS

Are Now in Stock.

Headquarters for Everything for

THE ALL BY DAYLIGHT WAY

Developing, Printing, Enlarging,

RICHARD ROE & COMPANY.

Double Col. Cut No. 173. Single Col. Cut. No. 165.

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VII., No. 2. TORONTO, CAN. JUNE, 1910.

TWO LITTLE STORIES WITH THE ONE POINT

OVERHEARD AT THE COUNTER

A man wearing a fifty-dollar business suit, a five-dollar hat, a close shave and clean linen, went into a large clothing store and said: "I would like to look at a yachting suit."

The clerk conducted him to the back of the store, spread out a street car conductor's coat on a pile of hand-me-downs, and said: "Here is something that will wear like iron and will cost you only $12.00 for the suit."

The man went out, and moreover, he has never been back.

That short story is a true story, and the moral is: Size up your man—size him right if you can, but *never* under-estimate him.

The man with the price of a Brownie in his pocket won't be offended if you start off by trying to sell him a 3A Kodak. He'll be flattered, and if he is like most mortals will come as near to living up to your estimate of him as he can. "Comin' down is easier than going up," as the hod carrier said, and if you fail to land a man for an anastigmat you have a long number of easy steps before you reach the No. 1 Brownie. Study human nature—aim high in selling and in everything else—but when you are obliged to accompany the customer down the ladder to something cheaper, do it courteously and gracefully. And when he goes out with the goods make him feel that you are as much interested in him as though he had bought a 4A Speed outfit.

Then he'll come back.

$100.00.

One hundred dollars, one hundred dollars, one hundred dollars, one hundred dollars!

A Kodak representative, while waiting the other day in a dealer's store to see the dealer himself, saw a clerk sell a $2.00 Brownie to a customer who was

going on a tour around the world.

When the Kodak man got the ear of the dealer a few minutes later he suggested to him that that clerk evidently considered it profane or sacrilegious, or something of that sort, to speak of money in large denominations. The clerk was called to the rear of the store and instructed to say "one hundred dollars, one hundred dollars, one hundred dollars," continuously for five minutes, so that in the future he wouldn't be afraid of the sound of his own voice when talking prices above his previous two-dollar limit. It was also suggested to him that he take a similar monologue exercise every morning while dressing. ("One hundred dollars, one hundred dollars.") And it is hoped that the next time an able-bodied man who has arrived at years of discretion, and is suspected of being able to travel abroad and keep a sixty-horse power car, comes into the store that this modest clerk will at least be able to say "Kodak" instead of "Brownie," though his cure will not be considered complete until he can say "anastigmat equipment" in a loud voice with an audience of no less than three possible customers present.

Honestly, it's just the wrong way people are handled. What's the use of putting forth the cheap goods first? It's easier to come down than to go up. A twenty-dollar customer is likely to be offended if you offer him a two-dollar camera. On the other hand, your two-dollar customer feels flattered if he thinks you have "sized him up" for a ten-dollar customer.

The first rainy morning get your clerks together and talk this all over. Repeat until conditions are right, then practice it when the sun shines. One hundred dollars, one hundred dollars.

ALL OUT DOORS AWAITS YOUR

KODAK

Kodaks, $5.00 to $111.00

Brownies, $1.00 to $12.00

Let us show you how easy it is to make good pictures the all by daylight way.

Richard Roe & Co.

1001 Tripod Avenue.

Single Col. Cut No. 302 B. Dbl. Col. No. 302 A.

THINGS TO REMEMBER.

1909 was the banner year for many a business in Canada, the Kodak business being no exception; but 1910 bids fair to make 1909 look like a selling plater all along the line, and here again the Kodak business is not in the bill of exceptions. Canada is making tremendous strides along every path, and already she is reckoned as a world power—at least, the people of Canada are prepared to back up this contention, now that we are getting a navy.

Every manufacturer is giving his product all the publicity he can, and in this connection we give below a partial list of Canadian publications in which we are using good white space to impress K-O-D-A-K on the minds of the public, so that when it comes to the purchase of a camera they will instinctively ask for a Kodak. There will be full pages in some, and half-pages in others all year round: Busyman's, Canada Life and Resources, Canada West, Rod and Gun, Home Journal, Canadian Magazine, Courier, etc., in fact every Canadian magazine of standing. We'll keep plugging at it month after month, with the knowledge that results will come, and the wise dealer will aim to connect with our campaign by a skilful use of the booklets, etc., we supply.

And, while on this subject of booklets, it may be well to bring up a matter which is of great importance, though often overlooked. We aim to be as liberal as can be with advertising matter, but it is obvious that the Kodak Catalogue is too expensive a production to be used on a mailing list, and there are also many cases of personal requests which can be satisfactorily met with a booklet other than the catalogue. Each year we publish a small catalogue the proper size for the ordinary business envelope, and these are the booklets to use on a mailing list, if only on account of the postage saved. Then again, there is the Brownie Book, which will appeal to most youngsters more than the catalogue, because of the beautiful illustrations. No reasonable order for either of these publications will be turned down, and with their attractive covers they will help the good work along. Use the catalogue with discretion, sizing up the applicant every time. Do not infer from this that we are restricting the distribution of catalogues; the facts are rather the other way.

NO. 3 A SPECIAL KODAK.

Discounts on this Kodak, with the several anastigmat equipments, will be 32%.

GET IN ON THE Post Card Plan

Announced in the April Trade Circular.

A Business Builder.

A NEW MAKE-UP.

"The advertisements you show on the back page of the Trade Circular every month are all very well, but we need more of them. We especially need several small advertisements every month during the busy season, and we want the cuts to go with them."

The foregoing is the gist of many letters that we receive from dealers, and so, to make the Trade Circular more valuable to our readers, we propose to sprinkle several small advertisements for dealers' use through each number. Heretofore our columns have been too narrow to take the standard single-column newspaper cuts. Our change in "make up" has been brought about to take care of this point. Better service for the dealer is the sole reason for the change. We shall endeavor to give live, helpful hints in these advertisements. We do not expect that you will use them without change. You will no doubt often be able to improve them, but they give a hint of what your line of argument should be—and the cuts are yours for the asking.

AS MANY AS YOU LIKE.

For the first time since their introduction, we are now able to fill orders for No. 1A Speed Kodaks on sight.

Up to the present time we have not advertised these goods, simply because with the press of other work in the Graflex shutter department, the goods could not be turned out sufficiently fast to take care of even the business that came from our catalogue. Now that we have filled all back orders, have a few cameras in stock and more coming daily from the factory, we propose to put a bit of push into the sale of the 1A Speed Kodak that will quickly bring up its sale.

A pocket camera using Kodak Film Cartridges, having a Graflex Focal Plane Shutter with a speed of 1-1000 of a second, and equipped with a Zeiss-Kodak Anastigmat Lens, speed f. 6.3—all for Sixty dollars—just must sell.

This camera fits so beautifully into the strenuous outdoor life and into home portraiture that

---

Did you read that $100.00 story on page 1? There's good money in this story if you mark it, learn it and inwardly digest it, on top of just reading it.

all that is necessary is to let people know. We are about to let loose some strong advertising on this proposition.

There's close to $20.00 for you in every sale. But you can't make the sale unless you can show the goods. Orders are now filled at sight. Let us enter your order for a sample if you have not yet stocked this camera.

TWO TESTS.

The Kodak tested chemical seal means more than a merely perfunctory chemical test of the goods that it goes upon. It means that the goods are not only right chemically, but it means also that goods of exactly the same strength have been tested out in actual practice in our formulas and that they are known to be right. The importance of such tests, of pure chemicals, of properly balanced formulas, becomes more and more evident to us every day, both in the professional and in the amateur line. Hardly a mail comes in that does not bear evidence of someone who has been disappointed in results, because of improperly balanced solutions that did not do their work, because of the impurity of some ingredient that put the whole thing "out of whack." Disappointed photographers are bad for business.

Your ultimate profit will be larger if you push only the Kodak Tested Chemicals.

MORE CAR CARDS.

In accordance with our announcement last month of a complete service in cards for street car advertising, we are showing herewith three additional cards that are now ready, making a total of nine in the new series, and there will be more from time to time as required by the conditions.

These cards are furnished without charge, but are for street car use only. So many dealers have found the use of the cars highly profitable, that we urge a thorough looking into the matter by everybody who sells Kodaks. If there are street cars in your town, investigate the cost for a complete service, remembering that at scarcely no trouble to you we will furnish live, up-to-date stuff to fill the space, and let you have new cards for monthly changes, if you will only select what you want and ask for them.

Read the article on this subject in the May Trade Circular.

WITHDRAWALS.

As new good things are coming along all the time we find it necessary now and then to withdraw from the market some article that our new goods have made a slow seller. The new buff stock on which we recently began coating Etching Black Platinum has made a decided hit wherever shown, seeming to so exactly fit in with the beautiful tones of this medium that we

have discontinued the Etching Black on white stock, and will hereafter furnish it on the buff only.

Ozobrome is likewise withdrawn from the market from this date.

Take a

KODAK

with you.

Make the most of every outing by keeping a Kodak record of your trip.

Beautifully Illustrated booklet "Motoring with a Kodak," free on request.

Richard Roe & Co.

1001 Tripod Avenue.

Single Col. Cut No. 183. Dbl. Col. No. 184.

TOO LOUD.

We have made such a noise about the No. 2A Folding Pocket Brownie in our ads. that we are selling them faster than we can make them. The demand is away in excess of the factory output, and there will be a shortage for a week or two, but we are making every effort to catch up, and the shortage should not last more than two weeks. Meantime, orders for the No. 2 Folding Pocket Brownie, list price reduced from $6.00 to $5.00, will have prompt attention, and dealers will help decrease the pile-up on No. 2A F. P. Brownies by pushing the No. 2 F. P. Brownie till this shortage is past.

SCHOOL WILL SOON BE OUT!

BROWNIE TIME

then for the

YOUNGSTER

Get ready with your stock and your advertising

ALL OUTDOORS
AWAITS YOUR

KODAK

Kodaks and Brownie Cameras at our Store from $1.00 to $100.00.

Developing and Printing that's sure to please.

RICHARD ROE & CO.
1001 TRIPOD AVENUE.

No. 367. Four Colors.

Take a
KODAK
with you

Then let us finish the pictures.
We employ skillful workman.

KODAKS and BROWNIES, $1.00 to $100.00

RICHARD ROE & CO.
1001 TRIPOD AVE.

No. 368. Four Colors.

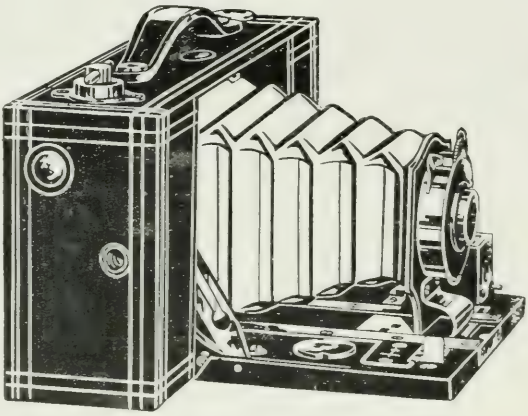
The Smallest, Lightest, Easiest to Operate of all Cameras for Popular size Pictures

Film Premos

Let us prove it. We Carry Everything Photographic and do Prompt Developing and Printing

JOHN DOE & CO. 1234 Premo St.

No. 746. Two Colors.



$7.00

No. 2A Folding Pocket BROWNIE

Here is a new member of the Brownie family, which gives a picture of that highly popular size, 2½ x 4¼, in a folding *pocket* camera, at the extremely modest price of $7.00.

The 2A Folding Pocket Brownie loads in daylight with Kodak film cartridges, has pocket automatic shutter, meniscus achromatic lens, automatic focusing lock, reversible finder for horizontal or vertical views, two tripod sockets, and is in every respect a well made and well finished little camera.

We have other Brownies from $1.00 to $12.00 and a full line of all the good things from the Kodak Factory

RICHARD ROE & CO.

1001 TRIPOD AVE.

Double Col. Cut No. 221 G. *Single Col. Cut No. 221 H.*

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VII., No. 3 TORONTO, CAN. JULY, 1910.

OVERHEARD AT THE COUNTER

It was raining outside. It was raining some more.

A man came into the store. His umbrella left a pool of water where he stood it against a counter. His trousers looked bedraggled from the knees down. Probably his feet were squdging water in his shoes.

But his face indicated sunshine, as he cheerfully remarked to the clerk: "Kind of damp outside."

"Rotten," said the clerk.

"Coming down pretty hard; probably the clearing up shower," said the man.

"Clearing up nothing," said the clerk. "Has rained every day for a week and I haven't seen the sun in a month." An exaggeration.

"It hasn't been very bright," said the man, his smile fading.

"Bright," said the clerk, "a funeral procession is a joy ride by comparison with this weather. Weather rotten—business rotten--"

"But we always get more or less rain at this time of the year," interrupted the other, with an attempt at reviving his smile.

"More or less, yes; but this is the more with the less left out—a continuous performance. The time that Noah had was a trip across the great Sahara without a camel or a Thermos bottle compared to this. It has killed trade—is killing the crops. We might as well shut up shop if this keeps up, unless we put in a side line of rain coats, umbrellas and gum shoes. By the way, what was it you wanted?"

"I was thinking about a Kodak, but I might as well wait till this infernal weather is over. Oh, if you don't mind, I'd rather not swim over to the post office," laying down a dime, "could you let me have five two-cent stamps? Thank you. Good day!"

Moral

A cloudy temperament is more depressing than a rainy day.

HEALTH AND THE TANK

This out-door habit that we Canadians have is good not only for our general health, but for your Kodak business. You appreciate it so far as the cameras and the film

are concerned, but do you appreciate how much it means in the sale of Tanks?

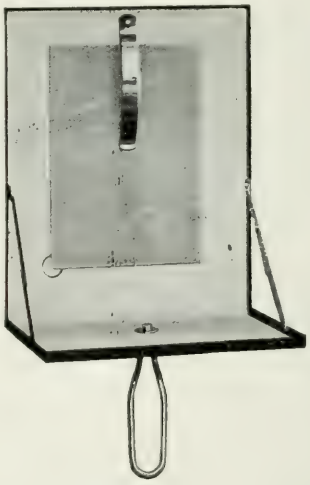
The traveling Kodaker, making the "grand tour" in Europe, rushing from city to city, spending his days in sight-seeing and his evenings at theatres and cafes, may not feel inclined to do his own work, especially as there are numerous places where he can have his developing done both well and promptly. But there are literally hundreds of thousands of your countrymen who in the next few weeks will camp, cruise with automobile or yacht, take a canoe trip, or put up for a few weeks as summer boarders. In most of such cases the vacationist will not only have time to do his own developing on the spot, but would welcome the tank as a pleasing diversion for rainy days or otherwise dull evenings.

Whether such amateurs would care to use the tank or not when at home, at times when they could easily bring their films to you for finishing, does not so much matter. They would enjoy its use, and 'twould be a valuable aid to them while they are on the vacation trip. Talk tank to those who come in for their vacation supply of films. It means more photographic enjoyment for them—extra business for you.

Remind The Boys of The Brownies

A FLASH SHEET CONVENIENCE

Any season is flash light season now-a-days. Proof of this assertion lies in the number of vacation pictures—especially those from camping parties—which show that the thoughtful member remembered the flash sheets. There might be thousands more if only a reminder came at the right time—and the right time is when he or she comes in for that supply of vacation film. And to still further help in popularizing Flash Sheets, there's a new



accessory that will prove a distinct help in assisting the amateur to safely and properly handle them. The Eastman Flash Sheet Holder does away with the nuisance of hunting up a card on which to pin the flash sheet, and it offers the important advantage of enabling the operator to hold his light just where he wants it, and touch off the flash at the instant when the sub-

Igniting the Flash Sheet.

ject or subjects are in a satisfactory pose. It may be held in the hand and the flash fired as shown in the illustration—*always from the back*—or the handle may be unscrewed and the holder mounted on any tripod having the standard screw.

The holder takes either the No. 1, No. 2 or No. 3 Eastman Flash Sheets, the spring shown in first illustration holding them in place. One corner of the sheet is to project part way across the hole in back and whether the Holder is held in the hand or on the tripod the sheet should invariably be lighted from behind.

This holder is made of metal, with a white asbestos lining that helps as a reflector, and folds up flat when not in use and can therefore be carried conveniently in the ordinary suitcase.

Eastman Flash Sheets are unquestionably the safest self-burning flash medium on the market. The Eastman Flash Sheet Holder makes them still safer, but nevertheless, when a sale is made you should warn the customer of the highly inflammable nature of flash sheets and that the directions should be closely followed.

Price

Eastman Flash Sheet Holder, $1.00
Discount to the trade, 30 per cent.

Order now and sell them for the vacation trade.

Even the little children can make good pictures with a

BROWNIE CAMERA

IT WORKS LIKE A KODAK

Ask us for a copy of "The Book of the Brownies."

RICHARD ROE & CO.,
1001 TRIPOD AVE.

Single Column Cut, No. 160.
Double Column Cut, No. 161.

A STORY OF CIGARS

Number after number, we have been preaching from the text "Size Up Your Man; never insult his dignity by holding him too cheap." Another case in point will probably do some good. One of the student element in a certain college town went into a drug store one day to treat a friend of his to cigars. Now, the average student dosn't indulge too often in cigars, for the reason that he seldom has the price, quite apart from the effect of over-indulgence on his system. In answer to a request for good cigars, the druggist, with a self-satisfied grimace, volunteered the information that "Peg Tops" and "Humbers" were good at 6 for a quarter. The would-be purchaser of cigars thanked him for the information and left the store, going to the barber shop in the next block, where he bought three cigars for 50 cents—this being a special occasion.

This blooming student's appearance was far from mean or cheap, in fact he looked fairly prosperous to one who was unaware of his true state, but the druggist threw the business away.

And this is not a story made up to point a moral, but a matter of hard experience. That druggist has been losing business in this way right along, and the worst of it all is that he is a "Kodak dealer," one of the kind who sell a No. 3A F. P. K. at Christmas and another one just before Dominion Day, but that's all. He feels that he is doing a huge business in a city of some thousands, and just can't forget how to drive trade away by holding his customers too cheap.

Apply this cigar story to the Kodak end of your business and see how it works out. It's no pipe dream.

ONCE AGAIN—DO YOU?

Midland, Ont.,
June 30th, '10.

Dear Sirs:—

I thank you for advice *re* Mr. C. Akins (I sold him a No. 3A F. P. K.), and Miss McRae (I sold her a No. 2A Folding Brownie).

Yours truly,
G. A. Ramsden.

That's what Mr. Ramsden has to say about our way of referring enquiries to the local dealer. A fair estimate of his expense in making these sales would not go much beyond the cost of the stamps used on the follow-up, but his ultimate profit he can't just figure. For apart from the immediate profit on the sales, those two cameras will devour a goodly quantity of films, papers, chemicals, etc., on all of which he will take a profit, besides making these two parties patrons for his regular druggist's sundries. There's a good return in it, and the expense and trouble but trifling.

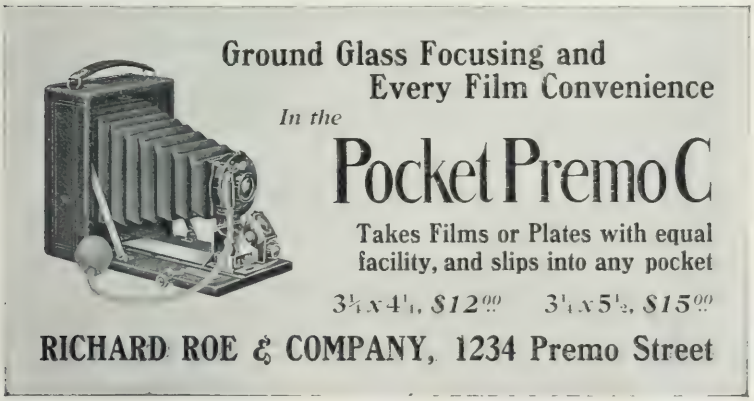
ONCE AGAIN—DO YOU?

As an afterthought, we'll wager that this dealer replaced those cameras on his shelves, for he does not know what day will bring him other notifications just as fruitful.

Follow up and have the goods to show.

Loads of fun for
Little Folks in a
BROWNIE
Everything photographic at our store—Brownies, Kodaks, Films. Skilled developing and printing.
Richard Roe & Co.
1961 TRIPOD AVENUE.

Car Sign No. 566. Four colors.


Ground Glass Focusing and
Every Film Convenience
In the
Pocket Premo C
Takes Films or Plates with equal facility, and slips into any pocket
3¼x4¼, $12.00 3¼x5½, $15.00
RICHARD ROE & COMPANY, 1234 Premo Street

Car Sign No. 724. Two colors.

A CONNECTING LINK

Our street car card plan is meeting with full approval from the trade and many dealers are finding the proper use of these cards highly profitable. They are a strong connecting link between our magazine advertising and the dealers' store. We announced six new cards in May, three more in June and here are two more of equal attractiveness, thus making an assortment of eleven signs for the summer campaign. We shall have others for the holiday and Christmas trade that are fully seasonable. Our line will give you something that is appropriate for every month in the year.

One of the most successful Kodak dealers on our list uses Kodak cards in every car in his city every day of every month in the year, and has

not only done so for several years, but now has a contract with the street car advertising company for two years ahead.

Wherever there is street car service this question is worth looking into by every dealer. We do not claim that it will pay in every case, but there are so many cases in which it will pay that it's worth investigating. The probabilities are that if yours is a good down town retail location you can afford to use all the cars. If you are in the residence district of a large city, there are likely one or more lines that carry people between your section and the down town business district that you could use to advantage. Look into it.

HOOK ON

"More goods are sold under the evening lamp at home than you dream of.

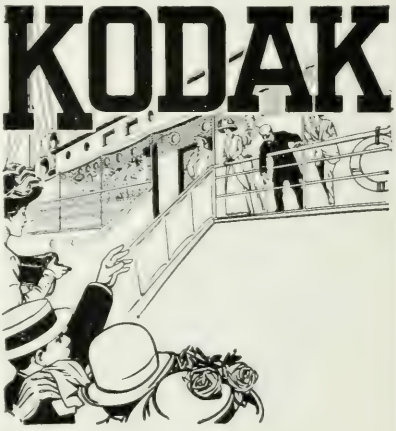
"Put up your lightning rod. Let your customers know that you can deliver to them the goods which great advertising *paid for by manufacturers* has interested them in.

"Ask for electrotypes suitable to run in your own advertising. HOOK THEIR TRADE-MARK TO YOUR STORE."

It is thus that Robert Frothingham, the live wire advertising manager of the *Butterick* publications, and of *Everybody's Magazine*, talks to the merchants of this country in the July issue of the *Butterick Trio Bulletin to Buyers and Salesmen.*

Cast a line for the man who was lured under the evening lamp at home by Kodak advertising but has not yet been landed. Cast for him in your local paper and bait with a Kodak electrotype. He is in the mood; he wants to be caught, but he's busy—perhaps he'll forget. He isn't pop sure who in town handles the Kodak goods anyway. Tell him. Then remind him. Hook our advertising to your store.

Which electros please? Order by number.



Take a

KODAK

with you

KODAKS, $5.00 to $111.00.
BROWNIES, $1.00 to $12.00

We have everything for a Kodak Vacation.

Kodak Catalogue Free.

RICHARD ROE & CO.,
1001 TRIPOD AVE.

Single Col., No. 348. Double Col., No. 349.

Just the Camera for
that Vacation of *your's.*

PREMO

The smallest, lightest, easiest to load and operate of all cameras. Fifty styles and sizes. Prices, $2.00 to over $200.00. Let us show you one.

We carry everything in photography that's worth while, and do developing and printing that's sure to please.

JOHN DOE & CO.

1534 Premo Street.

Double Column Cut No. 345. Single Column Cut No. 340

A NEW FILM

30 INCREASE IN EFFICIENCY FOR GRAFLEX CAMERAS AND SPEED KODAKS.

Thirty per cent. is added to the efficiency of the No. 0 Graphic, Nos. 1A and 3A Graflex Cameras and to the Nos. 1A and 4A Speed Kodaks by our new product — Eastman Speed Film.

This new film is made especially for the purpose of giving to the camerist the fullest possible benefit of the highest speed of a focal plane shutter. Because our Kodak shutter and lens speeds are so perfectly in balance with our regular N. C. Film, and because of the marvelously wide latitude of that film, no appreciable difference between the new and old films can be discerned on ordinary exposures. The difference is, however, perfectly apparent on extremely short exposures, tending to under-timing, such as come from focal plane work on rapidly moving objects. Thirty per cent. faster on speed work than our regular N. C. Film, the new film still retains the orthochromatic and non-curling features of the regular films and is handled in precisely the same manner, except that it is to be *developed 25 per cent. longer.* With the 20 minute powders and Tank development the Speed Film should therefore remain in the Tank for 25 minutes. Where the film is darkroom developed it will of course be left until of the proper density, but for best results it should be remembered that this density should always be obtained by longer development, not by stronger solutions.

We believe that this film will be the equal of our regular N.C. Film in keeping quality, but as it has not yet had a long continued tryout in the hands of the public, it will for the present be given a four months' dating, whereas the regular film has a six months' dating.

Eastman Speed Film will be furnished in the following sizes: No. 0 F. P. K. (Fits No. 0 Graphic) 1⅝ x 2½, 6 ex. and 12 ex.; No. 1A F. P. K., 2½ x 4¼, 6 ex. and 12 ex.; No. 3A F. P. K., 3¼ x 5½, 6 ex. and 10 ex.; No. 4A F. K., 4¼ x 6½, 6 ex. Price and discount same as our regular N. C. Film.

Dealers should always be careful, in selling this film, to call the customer's attention to the longer time required for development. This new product is not only a good thing for those who already have the film using Graflex cameras and Speed Kodaks, but will help you to future sales of these high grade cameras — and thereby to better profits.

JULY REMINDER

VELOX

POST CARDS

FOR THE TOURIST TRADE

Here's an easy window that's nevertheless a telling window. The strong colors of the Film boxes make it much more impressive than the above cut would indicate. Right now is a good time for it.

CABINET IRIS
Grade A

Originally Artura Iris Grade A was cut full cabinet size—3⅞ x 5½. Several years ago, when Iris came into general use, numerous requests were made for a reduced width on Grade A, as the full width when mounted would exceed 3⅞, due to the stretch in this grade of Iris. This stretch was not objectionable when the prints were mounted on some styles of mounts, but on embossed mounts it was very objectionable as the prints were too large to fit the mount centres.

To meet this condition the width of Grade A cabinets was reduced ⅛ of an inch. This made the size 3¾ x 5½. The stretch is in the width and prints on the reduced size of paper when mounted measure 3⅞ x 5½.

Iris Grade A does not chip or frill at the edges if handled with ordinary care; consequently needs no trimming before mounting.

Occasionally we have a query as to the reasen for cutting this grade of paper 3¾ wide instead of 3⅞, and we set forth the reasons in this article for your information.

Of course if a photographer wishes Iris Grade A cut full width, we will supply it and at no extra charge. The dealer can carry it, but unless otherwise specified we supply it cut 3¾ x 5½, as this size is the most desirable and popular and when mounted measures full cabinet.

SPEEDS WITH SPEED

It's the strategic moment for stocking the 1A Speed Kodak.

Last month we announced that, for the first time since its advent a year ago, we were in position to fill orders for the 1A Speed Kodak on sight. We are still in that same position—but whether or not we will be able to maintain it for long is a question. We have started along some advertising that will speed the Speed. There are full pages in several magazines for July with 8-in. double-column spaces in Collier's, Harper's Weekly, Leslie's Weekly, Literary Digest, Life, and Saturday Evening Post. That list is important — but what is even more important is the fact that the people who have bought them are enthusiastic. Several million people, who never before heard of Speed Kodaks, are going to hear about them in the next few weeks. But it is so entirely new to them that they will want to see before buying. You can sell them if you can *show the goods.*

"Speed pictures with Kodak conveniences" means a great deal to many people who want the kind of work that can be made with a focal plane shutter and a high grade anastigmat like the Zeiss-Kodak but who will carry only a small and compact camera of the folding pocket Kodak type.

The early order catches the sale.

There's still time—but none too much—for you to take advantage of the big advertising offered by our

POST CARD PLAN

See April Trade Circular.

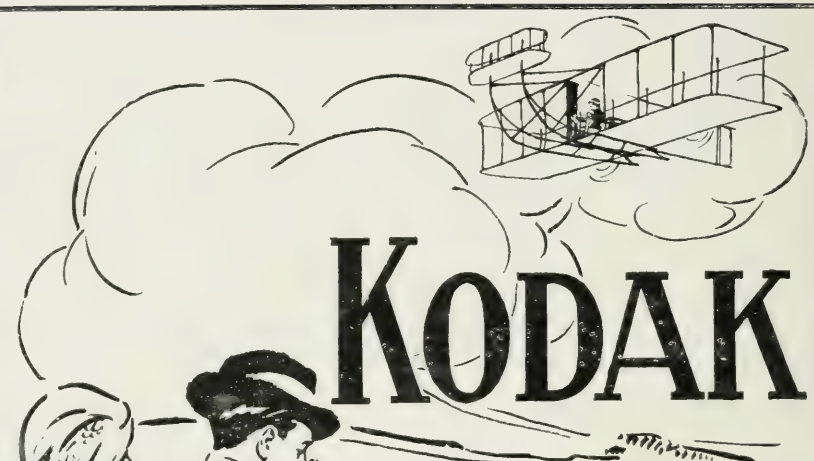
CHECK UP!

Right now, when the biggest Kodak months are at hand, make sure that your stock is complete. Look not only to the goods with which you are familiar but be able to show the up-to-the-minute new good things.

3A Special Kodaks,

1A Speed Kodaks,

2A Folding Pocket Brownies.



KODAK

Adds
Enjoyment
to every Sport
or Recreation

Ask us for a copy of the Kodak Catalogue.

Picture Making

The KODAK WAY is EASY and SIMPLE
NO DARK ROOM FOR ANY PART OF THE WORK
KODAKS, $5.00 to $111.00
We carry a complete stock of KODAKS and BROWNIE CAMERAS

RICHARD ROE & CO.,
1001 TRIPOD AVE.

Single Col. Cut No. 300 B. Double Col. Cut No. 300 A.

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VII., No. 4. TORONTO, CAN. AUGUST, 1910.

TO-MORROW.

The most short-sighted man on earth is the one who lets the nickel of to-day stand in the way of the dollar of to-morrow.

He has different ways of spoiling his eyesight. The surest way is when he succumbs to the blandishments of the man who sells the just - as - good - chemicals - with - your -name on - the - package - and - five - per - cent. - extra - discount.

We claim no tight board fence around the world's supply of pure chemicals. But we do claim the most perfect system in existence for the delivering of properly put up and properly tested chemicals to *you* in shape to hand over to your customers. The paper bag method of handing out such goods has only one recommendation — the poorest recommendation in the world—it's cheap. There's just one way of handing out chemicals and doing it right — in sealed packages. Where there's a possibility of damage to the chemicals from the air we put ours in *hermetically sealed* packages.

We know that they are right by test—*that they fit the formulas with which they are intended to be used.* It costs money to make such tests; it costs money to use so much care in putting up the goods, but it's worth money to you, to your customers and to us.

With us, "tested chemicals" means proper strength--means *right* by the chemical standard, means *perfect* according to the published photographic formulæ. As a rule, our chemicals are stronger than those of other makes, though not necessarily so. They are tested for the *proper* strength. Suppose the standard of a certain chemical is 80 per cent. pure, and of this chemical a certain number of grains be required for a certain amount of solution. The photographer is as likely to have trouble from a too strong as from a too weak solution. If his chemical is 90 per cent. pure, he's as likely to have trouble as though it was only 70 per cent. When he gets ours he gets standard —his solution is neither too weak nor too strong. Our chemicals are tested both scientifically and photographically.

Again. Take sulphite for instance. If not properly protected, it becomes sulphate. When we put it up we test it to find that no such change has taken place—then we so seal it that it is sure of reaching the customer as sulphite—and in the customer's hands it performs the proper function.

Because the difference between the most as good and the genuinely

good is not quite so apparent in chemicals as in some other things, don't think that there is any possibility of the good goods being displaced by the cut price stuff.

For the sake of improving the results obtained on our plates and papers and films (for the perhaps selfish reason that we expect to thereby sell more plates, papers and films), we are taking extraordinary measures to supply our customers with exactly the proper chemicals. This chemical trade is growing. It is going to continue growing. We shall maintain our standard and keep on hammering the tested chemicals idea into the photographic public.

You can improve the standard of photography and thereby satisfy your customers, and increase your profits, by pushing the chemicals that bear this mark: C. K. C.

There's nothing too good
for our customers.
That's why we use
VELOX
in our finishing department. It is the highest quality, highest priced paper we can buy.
We give the best possible print from every negative.

FOR YOU, IF.

The man who uses Velox is the man, ordinarily, who takes the other precautions that mean good prints for his customers. Ordinarily, he is the man who hires competent help, has proper facilities for doing his work, and keeps an eye on it. The fact that he uses the highest grade product for a printing medium is likely to mean also that his work in other parts of his developing and printing department is on a high grade basis. We are talking along these lines in our magazine advertising because we believe that such is the case, and because we want Kodakers to have the best possible results from every exposure.

If you are using Velox for all of your amateur work (except in the rare cases where platinum or a printing out paper is specified by your customer), say so to us, and ask for one of the signs shown above and it will be sent to you prepaid.

It will help you to get the developing and printing orders.

CORRECTIONS IN CONDENSED PRICE LIST.

P. 55. Aristo Carbon Sepia, sizes 3¼ x 5½ and up, is put out in packages of 1 dozen sheets, not of 2 dozen.

DISCOUNT SHEET.

On Panoram Printing Frames, 33 1/3—not 40 per cent.

Flexo Printing Frames discontinued.

"WITH OTHER PHOTOGRAPHERS.."

A BOOK OF UNUSUAL INTEREST, BY RYLAND W. PHILLIPS.

Eastman Kodak Co. recently undertook the publication of Mr. Ryland W. Phillips' much looked for book, "With Other Photographers." Mr. Phillips is so well known among the professional photographers of this continent,and,moreover, is so well qualified to handle any subject pertaining to the work of professional photographers, that the mere announcement of this work is sure to create a large and immediate demand, and, in our opinion, the trade should immediately stock it.

"With Other Photographers" consists of seventy pages 9 x 12 inches, one hundred illustrations. Beautifully printed on heavy India tint paper; durably and attractively bound in stamped cloth cover. Price, $2.50. *Discount to the trade,* 30 per cent.

The book will be widely advertised to the entire photographic fraternity, amateur as well as professional, (there is much in it that will prove interesting and instructive to the amateur) and we feel confident will receive favorable reviews from the photographic press. To begin with, the following review will appear in the August issue of *Studio Light*:

"It's a healthy, helpful condition that exists among the photographers of to-day. Thanks to the broad-mindedness of some of the leading workers, the methods that have brought them success are no longer kept hidden as trade secrets, but are given up freely for the benefit of their brother photographers. Evidently, they have taken to heart Pirie MacDonald's epigram, 'Success comes—not from getting the best of the other fellow—but from getting the best out of yourself.' And inspired by right mindedness they are even willing to go a

Speed Pictures—
Kodak Convenience.

The mile-a-minute automobile, express trains at full speed, race horses, athletes at their highest strain,instantaneous indoor pictures, home portraiture, ordinary time exposures—these are all as one to the

No. 1A Speed KODAK

Fitted with Zeiss-Kodak Anastigmat Lens *f*. 6. 3. Pictures, 2½ x 4¼ inches. Size of camera, 2¾ x 4¾ x 9½ inches. Uses daylight loading Kodak Film Cartridges. Has Graflex Focal Plane Shutter, speed of 1-1000 of a second **Price, $60.00.**

We have the 1A Speed and all the other Kodaks and Brownie Cameras in stock.

RICHARD ROE & CO.
1001 TRIPOD AVE.

Cut No. 342 S C.—No. 343 D.C.

step further and give to the other fellow the best from themselves.

"But to get from such people the helps that would prove an inspiration to their fellow workers required something more than willingness on their part—it required a man who, first of all, was on an easy, familiar footing with them, and a man with the capacity and training to grasp the essentials and then put them in tangible shape. Mr. Phillips is that man.

"In his book, 'With Other Photographers,' he has seemingly been as careful to omit the non-essentials as to point out in each case the true characteristics of the work of the man under discussion. With his perfect understanding of methods and *results*, Mr. Phillips has been able to keenly analyze not only the work from each studio, but the means by which the work was accomplished. His book is by no means a handbook for the beginner. It is a study for the competent worker. While the book contains many characteristic bits of work from leaders in the art, the illustrations that will most appeal to the earnest photographer are the pictures showing the interior of the studio, with the subject posed under the skylight and the camera master, bulb in hand, waiting for the psychological moment for making the exposure—then a reproduction of the first raw result and finally a reproduction from the retouched negative with, very likely, a background worked in—a highlight softened here, or a shadow deepened there—the final result perfect in line and in balance of light and shade.

"Such intimate studies of the work and methods of men like Hoyt and Core and Goldensky and Garo, and a full score of other leading workers, cannot fail to be of inestimable value to any photographer. In the book, 'With Other Photographers,' Mr. Phillips has rendered a distinct service to his brother photographers."

Order a supply sent along with other goods and be ready for the early enquiries.

A PROFITABLE 3A.

The "silly season," we believe, is the way the publishers of popular literature refer to the summer months for the reason that it is during the hot weather that the public demands the lightest of fiction. We don't believe that the following story is fiction, but as it appears in the same issue with a big fish story we present it with some apologies.

A customer writes us as follows:

"*On the 17th day of May*, my wife lost a diamond sunburst worth several hundred dollars, and, after spending quite a bit in advertising the loss of this pin and endeavoring to recover it in this way, I gave it up as being hopelessly lost.

"*On the 11th day of June*, I made some prints from negatives secured on the day of the loss. In looking over the prints, I found that in a series of three pictures made in one locality, my wife wore her pin. In the next picture taken only a few feet from the series mentioned, the pin did not show. The pictures having been taken in an out of the way place, I immediately visited the spot and after looking in the leaves and grass, was delighted to pick up the pin.

"I feel that my investment in the little 3A Folding was a good one."

Tell your window trimmer:

When you display
everything, you
display nothing.

KODAK

Double the Joys of Vacation Days

Anybody can make good pictures the Kodak way. No dark room for any part of the work.

KODAKS, $5.00 to $111.00
BROWNIES, $1.00 to $12.00

Copies of the Kodak catalogue and other interesting Kodak publications gratis.

RICHARD ROE & CO.
1001 Tripod Avenue.

Double Column Cut, No. 308A.
Single Column Cut, No. 308B.

A FISH STORY.

Mr. Frederick I. Monsen tells a good story on himself of how he had once climbed nearly to the top of what was considered an inaccessible volcanic mountain in Mexico. Coming night and a gathering storm finally compelled him to retreat, but he was so exhausted that he stopped under a sheltering rock for a few minutes' rest before descending. A piece of paper attracted his attention and picking it up he found this title: "Instructions for Developing Eastman's N. C. Film." Some other Kodaker had been there ahead of him.

But here's a story that has been the rounds of the press that puts Monsen in the shade. Some papers simply say that a "Kodak plate" was found in the shark's interior and when we first saw those stories we presumed it referred to a Kodak film. From the full reports given in other papers, however, it is evident that what was found was the removable back of a No. 3A Folding Pocket Kodak.

People who visit the Kodak factories nearly always say "For goodness sake, what becomes of all the Kodaks?" The final disposition of at least one is now accounted for. Here is the story as it appeared in the Los Angeles Times:

CAPTURE GIANT SHARK.

Brave Fishermen Injured in Seven-Hour Fight with Man-Eater in San Juan Straits.

[Associated Press Day Report.]

SEATTLE, June 29th.—After a struggle of seven hours, the combined crews of the 30-horse power gasoline fishing boats, Good Partner and Pioneer II, captured a man-eating shark, thirty-six feet long, weighing about fifteen tons, in the straits of San Juan de Fuca, between Port Crescent and Port Angeles.

The capture, reported by the crews of the fishing boats, which arrived here yesterday, towing the shark, was made Sunday.

In the fight with the shark, Olaf Larsen, the youngest member of the crew of the Good Partner, suffered a broken

arm, and Capt. Dragich was cut in the head and chest by a glass which flew when the monster struck the boat with its tail.

In the shark's belly, after he had been towed to shoal water, his captors report, they found what appeared to be pieces of bones and a piece of aluminum Kodak plate, bearing the words "No. 3A Folding Pocket Kodak, Model A, Patented."

P.S.—So many similar clippings have been sent in that we have had to get out a "form letter" to acknowledge them.

AN AUGUST SUGGESTION.

OVERHEARD AT THE COUNTER.

The door opened and a young man of bucolic type came into the store — one of the kind that somebody (wasn't it Eugene Field?) once described as:

"Young Lochinvar has come in from the west,
With fringe on his pants and a calico vest."

His No. 11 boot caught in the doormat, and confusion covered him as he awkwardly regained his balance.

"Good morning," said the clerk, not noticing, apparently, the awkwardness or embarrassment of the visitor, "Is there something I can do for you?"

"Perhaps there is," said the visitor; "I want to get a Kodak if you can give me a good trade on this camera," producing an old 4 x 5 box of the vintage of 1893. "It has a splendid lens in it, and the shutter works all right, except that it sometimes sticks on time exposures. Yes, sir, that lens makes mighty clear pictures, and I wouldn't think of parting with it, only I want to use a pocket camera and films. My brother gave it to me when he left the farm, and he says that's the best lens he ever saw."

The clerk examined the camera and recognized it as one of an obsolete type, having a non-achromatic single lens of the cheapest kind—but he didn't say so. He was a real salesman.

"Well, well," he said, "that is an interesting camera to meet. I can remember when we used to sell those goods and they made some mighty good pictures. Yes, the lens works all right. It just does me good to look that over—takes me back to old days. I was working in Davenport, Iowa, at the time those goods came out, and they had quite a run. I don't blame you for thinking a lot of it. I should think you would hate to part with it.

"How much will I allow you in trade? Really you know the demand has changed, so that I'm afraid I couldn't use it."

"Sorry to have troubled you," said the visitor, "but if I can't trade it in, am afraid I can't get a new camera."

"Trouble? No trouble at all. I always like to talk with anybody that's interested in photography, and that camera of yours is certainly interesting, too; I'll wager that your brother took it to the World's Fair at Chicago."

"You've guessed it right, friend and mother still has the pictures at home."

"Great changes in everything since then. Just let me show you something new in Kodaks. No, no, I understand that you don't want to buy, but that's all right. I'm not very busy, and would like to show you."

A 3A Kodak comes up from the case, and full and intelligent details of its qualities and manipulation, and a comparison with the old "box," follow.

"How much did you say? Twenty dollars? It does seem a lot for the money, compared with that old rat trap of mine, doesn't it? I didn't intend to buy unless I could trade, but you have treated me so sort of friendly I guess I'll have to. Yes, I'll take that Kodak," and a bunch of yellow backs was pulled from an old wallet.

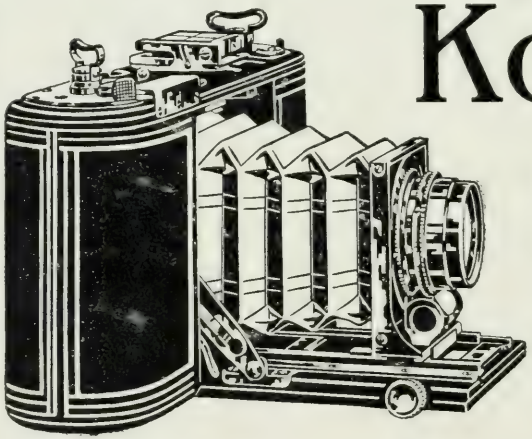
Moral.

It's good salesmanship to speak with all the praise you can of the other man's property.

Every Day a Kodak Day

There are no "dark days" for those who use the No. 1A Speed Kodak. Its Zeiss-Kodak Anastigmat lens, in combination with the Graflex focal plane shutter, makes snap shots a simple matter under almost every out-door condition. Snap shots on cloudy days, snap shots in the shade, snap shots just after sun up, snap shots just before sun down,—all these, to say nothing of high speed pictures of the most rapidly moving objects, are perfectly practical with the

No. 1A Speed Kodak



Price $60.00

with Zeiss-Kodak Anastigmat Lens and Graflex Focal Plane Shutter.

Pictures 2½ x 4¼ inches. Uses the daylight loading Kodak film cartridges for 6 or 12 exposures.

COME IN AND LET US EXPLAIN ITS PRACTICAL SIMPLICITY.

We also have the other good things from the Kodak factory.

Richard Roe & Co.

1001 TRIPOD AVE.

Double Col. Cut, No. 210G. Single Col., No. 210H.

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VII., No. 5 TORONTO, CAN. SEPTEMBER, 1910.

OVERHEARD AT THE COUNTER.

A prosperous looking man enters the store.

"Good morning," says the clerk.

"Good morning," responds the P. L. M. "I want to look at the 3A Special Kodak that I have recently seen advertised in the magazines."

The clerk hesitates—scratches his head—grabs for a 1910 catalogue and opens at page 16. Apologetically: "We haven't one in stock now"—the whole truth is that he had never had one—"but there's a very complete description here. You see it's just like the 3A, except that it has a Zeiss-Kodak anastigmat lens and Compound shutter, and has a fine Persian morocco covering and"—

"Yes, yes," said the P. L. M. "I saw all of that in the advertisement, but I came in here to see the camera itself. I don't want to spend $65.00 for a camera without seeing it."

"Now, I'll tell you," responds the clerk persuasively. "We have a specially equipped 3A coming on the morning express for Mr. Robinson. He won't be in before noon and if you could drop in between 9:30 and 11, I'll be glad to show it to you. It's just the same as the 3A Special except that it hasn't the rack and pinion and the bellows—"

"No, no, never mind," is the response. "I've no time to bother in the morning, I'll take along my old Number 3 and, if I have time in New York, will look up a 3A Special there. How's that? Film for the No. 3. No I can get them on the other side—besides I *may* want 3A Film. Good day."

MORAL.

Sometimes it isn't the clerk's fault.

DISCONTINUED.

We have discontinued the No. 3 Folding Pocket Kodak Glass Plate Adapters, substituting therefor the Combination back, same as style used on the No. 3A F. P. K. The price is the same as for the adapters ($3.50), but this combination back uses double instead of single plate holders—an obvious advantage. The double holders list at $1.00 each. There is therefore no advance in price for an outfit for a certain number of plates.

Single plate holders will still be furnished for old adapters. Please, however, specify hereafter whether single holders for "Adapters" or double holders for "Combination Backs" are required.

1911 CALENDARS.

The Calendar business is increasing every year, the number of amateurs is also increasing, and when they find they can get a good, tasty, seasonable mount on which to put some of their better prints, it solves the Christmas problem for them very readily, both in the way of Christmas gift and Christmas card; furthermore, the amateur's friends are very much pleased to receive some of their friend's handiwork in this way. While all amateurs will buy calendars, there are other people who will substitute for a card, a calendar which shows a picture of local interest, and these others are for the dealer himself. Our card this year we think is the best design evolved so far and is sure to please all who are looking for a novelty of this kind.

As the calendar mounts only meet with a large demand for a short period each year, we only make them up to order, and do not intend to carry them in stock, so it is necessary to place your orders with us as soon as possible, and if you do not wish delivery at once advise us when you wish them forwarded and we will do so. Get your orders in as soon as possible so that we will have plenty of time to make them up before you require them.

The Fireside Calendar for 1911. Made in Grey Only.

For Horizontal Photos.

No.	Size of Photo.	Size Outside.	Price per 100
1	2¼ x 3¼	5¼ x 6¾	$5.00
2	2½ x 4¼	5¾ x 8¼	6.00
3	3¼ x 4¼	8 x 10	7.00
4	3¼ x 5½	7 x 10½	7.00
5	4 x 5	8 x 10	7.00
6	4¼ x 6½	10 x 12	8.00
7	5 x 7	10 x 12	8.00

For Vertical or Upright Photos

8	2½ x 4¼	5¾ x 8¼	$6.00
9	3¼ x 5½	7 x 10½	7.00

Put up 50 in a box.

Trade Discount, 40%.

Nothing will give the children more good, wholesome, home fun than a

BROWNIE CAMERA

Little cost, good pictures, No Dark-Room necessary.

BROWNIE CAMERAS, $1.00 to $12.00

RICHARD ROE & CO.

Single Column Cut, No. 326B.
Double Column Cut, No. 326A.

FURTHER IMPROVEMENT IN EASTMAN SPEED FILM.

In July, we offered you a new film product that appealed at once to the users of high speed shutters.

The new Eastman Speed Film made a deservedly instantaneous hit with the users of the Graflex, No. 0 Graphic and 1A and 4A Speed Kodaks. It made so strong a hit, in fact, that there was an immediate and insistent demand from Graflex owners who use Film Packs for an opportunity to enjoy the special good features of the new film.

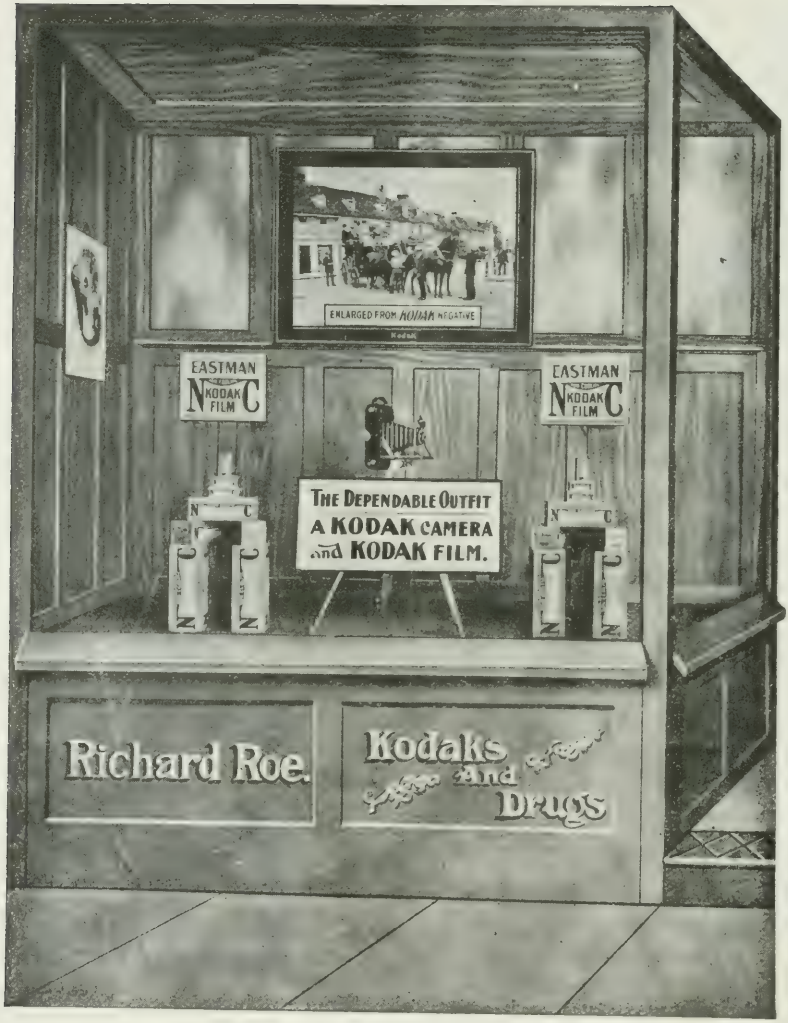
Beginning September first, therefore, we will supply $3\frac{1}{4}$ x $4\frac{1}{4}$, 4 x 5 and 5 x 7 Premo Speed Film Packs—prices and discount the same as for the regular film packs.

And, further improvement—both the Cartridge Speed film and the Film Pack Speed film will be coated on a red support, which means absolute perfection in halation resisting qualities and the absolute utilization of every ray of light that reaches the sensitive surface of the film. (The red coloring washes out during development.) Eastman N. C. Film has always been noted for its remarkable non-halation qualities, and this still further improves it in that important direction.

Graflex and Speed Kodak users are going to be busy the next three months, with the Fall race meetings, foot-ball and the like.

Stock up on the new film, tell your customers about it.

We Remind you to remind your customers:—right now while they are enthusiastic over vacation negatives — Big pictures from little negatives with a Brownie Enlarging Camera.



Simple but impressive. You can make no mistake in continuously putting the loud pedal on the dependability of Kodak Film.

A STARTLING WINDOW.

We have seen some very, very clever window displays with our mammoth cartons used as a basis. These in combination with the smaller cartons (too many dealers forget the advertising advantage and throw these away when empty) can be used in many ways. The familiar, but none the less telling, strong yellow, is an eye catcher and one of the easiest possible uses is to spell out an advertising design as:

KODAK FILM.

Use the mammoth cartons for the long line—small individual cartons for the short line, and it's easy.

Here is a good window we saw the other day. A mammoth carton had been cut in two on a slight diagonal at about its centre: Then one part was pasted to the inside and the other to the outside in juxtaposition—the effect being as if someone had thrown the box endwise at the glass from the inside and that it had stuck half way through. The effect was completed by a series of narrow soap marks extending outward on the glass from the box in every direction—giving the effect of cracks in the glass. Everybody stopped and looked. Some people felt of the glass to see if it were really cracked. They all saw a sign inside made as suggested above from big and little cartons reading KODAK FILM.

It's worth your while to so plan your orders for films as to get a supply of these big cartons. For the five biggest sellers in film cartridges we have prepared container cartons holding twenty-four rolls that are in color, shape and design just like the carton, that hold one cartridge only. When they first strike the eye the inevitable thought is, "It must be a big Kodak that will take the cartridge that box contains." Of course that box contains twenty-four cartridges, each, as before, in its individual carton. These mammoth cartons simply take the place of wrapping paper, paper labels and string and they cost a lot more money, but they will do your windows good and so we are supplying them.

The mammoth cartons are supplied for:

No. 1A F. P. Kodak Cartridges, 6 exposures.
No. 3 F. P. Kodak Cartridges, 6 exposures.
No. 3A F. P. Kodak Cartridge, 6 exposures.
No. 2 Bulls-Eye Kodak Cartridges, 6 exposures.
No. 2 Brownie Cartridges, 6 exposures.

Therefore, when you order any one of the foregoing, it will be well—where it won't overstock you—to order in lots of twenty-four or multiples thereof—48-72, etc.

Keep your windows in mind when ordering, and let us help you to strong display.

Big prints from little negatives without a dark-room, and at slight expense with

Velox Paper and a Brownie Enlarging Camera.

Keep a Kodak Record of Your Family.

The pictures and the work, each afford a lasting pleasure.

No Dark-Room for any part of the work. Simple and inexpensive.

We have all the latest models of Kodaks and Brownie Cameras.

KODAKS, $5.00 to $111.00.
BROWNIES, $1.00 to $12.00.

RICHARD ROE & CO.

Cut No. 330B.

TWO DEALERS.

We had an agonizing letter not long ago from a dealer in a small Eastern town. He had, so he said, used every method known to him to sell the Kodak line. He had persistently offered shop worn goods at a discount, and had, in short, used every cut rate method possible short of an actual slaughter sale of up-to-date stuff. Result—no sales. Taken by itself that letter looked bad for amateur photography.

In the mail bag was another letter from another dealer in the same state, town, of about the same size. This dealer said in effect, "I like this Kodak game. I just talk quality all the time. I keep the people reminded of the pleasure to be had from the Kodak whether they travel or whether they stay at home. Then I talk quality some more. I set a mark to go after every year—something like 50% in advance of the business of the year before. I never cut prices, you don't have to on the Kodak line, and you will see from your books that thus far this year I am ahead of the mark that I set for myself—a 50% gain."

Dealer number two has the right idea. He knows the goods are right and he lets folks know that he knows the goods are right. He knows the attractiveness of the whole proposition and Kodak enthusiasm simply radiates from him all the time. He knows better than to make people hold his goods cheaply by cut rate offers. It has been well said: "Do not hold yourself too cheaply, lest others accept your inventory." The same thing holds true of the goods you handle: Compel for them the esteem of others by esteeming them yourself. You know they are right. Make others know it.

Ryland Phillip's book:
"With other Photographers"
is selling rapidly.

PRICE, $2.50. DISCOUNT, 40%.

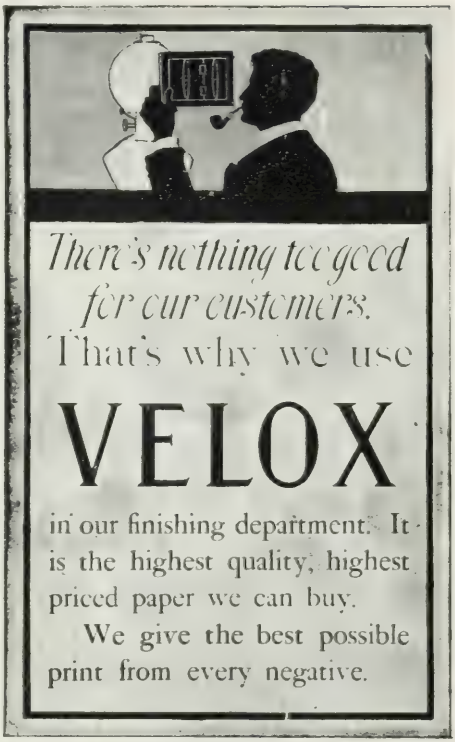
How many, please?

THREE COLOR SIGNS

MEASURING

13½ x 21½ in.

that will help your developing and printing business and your Velox sales.


There's nothing too good for our customers.
That's why we use
VELOX
in our finishing department. It is the highest quality, highest priced paper we can buy.
We give the best possible print from every negative.

Furnished upon request to any dealer who uses Velox exclusively in his finishing department or has his work done where Velox is used exclusively.

Big Pictures

FROM YOUR SMALL KODAK NEGATIVES

are easy to make

WITH THE

BROWNIE

Enlarging Camera

No focusing—No Dark-Room. Let us show you how simple and inexpensive it is.

RICHARD ROE & CO.

Cut No. 227A.

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VII., No. 6. TORONTO, CAN. OCTOBER, 1910.

POST CARD SIZE.

"Post Card size," there's something about the very phrase that's attractive — there's something about the shape itself that is alluring. The 3A Folding Pocket Kodak was the pioneer in this size and shape. Everybody else has tagged us, we have even tagged ourselves in our other factories.

"It makes pictures post card size." People who ask for a ruler when you say "$3\frac{1}{4}$ x $4\frac{1}{4}$" or "4 x 5" know just what you mean when you say "post-card size." You can bring your customers, those of them who have smaller cameras, up to the post card size. The 3A Folding Pocket Kodak is growing in popularity every year; its sales increase steadily in spite of competition on both sides of it —the 3A Special above it and the 3A Brownie below it. Indeed the 3A Special, in spite of the fact that the factory has more than kept its promises as to delivery, has been so wide a seller that we haven't dared advertise it as we intended. When once we do get far enough ahead with a stock of the goods we shall start a *real* advertising campaign on the 3A Special.

Meantime bring your Brownie customers up the line. The 3A Brownie is to them what the 3A Special is to those who have Kodaks. Our October and November advertising is on 3A Brownies; join us in it. Of course, we are not using the big space that we do at other seasons, but there's a tremendously wide distribution just the same. We use most of the real magazines all of the time and all of the real magazines most of the time. Just now our spaces are not so big, but we still answer "present" to any one interested in the camera subject, and in December we will be there with big—but that's another story.

Put your 3A Brownies to the front in the store and in the newspapers and thereby sell films and papers of "post card size" at an increase in price over what you are selling now. Remember that a 3A Brownie 6 cartridge pays you double the profit of a 2 Brownie 6 and is no more trouble to hand out.

Bring up your Brownie family in the path it should go.

SALESMANSHIP.

In some businesses it is customary for the counter salesman before proceeding to tie up the parcel to repeat by way of a reminder a list of articles that may not have been included in the order.

This little practice is warranted by the many augmented orders obtained.

In the photographic business, customers, perhaps, want treating a little differently to the customer at the grocers or dry goods store, but every amateur is interested in any new introduction in the photographic world. In ninety-nine cases out of a hundred something new can be pleasantly shown to the customer by the judicious salesman who keeps such an article handy on the counter for the purpose.

The latest Kodak is always a source of interest—and there are plenty of little sundries that pay to call attention to.

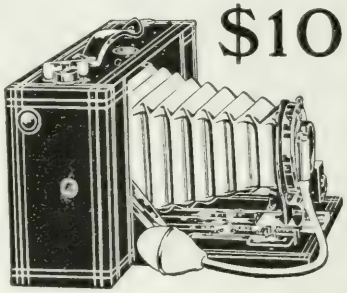
Make a practice and get your salesman into the practice of calling each customer's attention to some article—and watch the difference it makes in the course of a year to your turnover.

PROFIT PLUS.

You can afford to have your clerk give quite a bit of his time to the sale of a dollar article on which there's a 40 cent profit to you, when it means that that article is going to help your customer get better results—use more film and give you bigger developing and printing orders. The 40 per cent. present profit in such cases often means several hundred per cent. of ultimate profit.

What are we driving at? Autotime shutter scales. They answer, on the spot, the question of the amateur: What stop shall I use? They answer, on the spot, the question: "What speed shall I use?"

They will improve the average of your customer's work, and that means more business.



$10

The Biggest Little Cousin of the Kodaks—

No. 3A FOLDING BROWNIE

Takes the full size post card pictures, 3¼ x 5½ inches. Equipped with meniscus achromatic lens. F.P.K. automatic shutter with bulb release, automatic focusing lock and reversible finder. Has all the Kodak advantages of daylight loading and unloading, and is made and tested by Kodak workmen.

Price with meniscus achromatic lens, $10.00; with Rapid Rectilinear lens, $12.00; other Brownie Cameras, $1.00 to $11.00.

Let us show you the camera and the work it does.

RICHARD ROE & CO.
1001 Tripod Ave.

Single Col. Cut No. 224 H.
Double Col. Cut No. 224 G.

A NEW METHOD OF REMOVING FILM.

To make assurance doubly sure and convenience more convenient, we are now advising Kodakers to remove film as described hereunder.

These instructions are now included with all film and are also incorporated in all Kodak manuals, but as you might overlook them we call your attention especially

to them, that you may in turn call the attention of your customers to them.

Occasionally, if one is careless in the removal of film from the camera, the protecting paper may loosen so as to fog a portion of the film. To absolutely avoid any such mischance, we have provided a very simple means of *taking* the film from the camera instead of *dropping* it out as formerly.

This method is as follows:

After the last exposure, when the protecting duplex paper has all been wound on the spool in accordance with instructions in our manual:

1. Hold ends of duplex paper and sticker together to prevent paper from loosening on the roll.

NOTE.—If sticker folds under roll when same is wound, raise it up with the point of a lead pencil, or, as in the case of the Brownie Cameras, revolve spool by turning flange with thumb until sticker is accessible.

2. Pull out spool pin and winding key; then lift out roll of film, as shown in illustration.

3. Fold over half inch at end of duplex paper (so as to make subsequent breaking of seal easy), and then seal with sticker.

4. Wrap up immediately to prevent the possibility of light being admitted.

ONE DEALER'S METHOD.

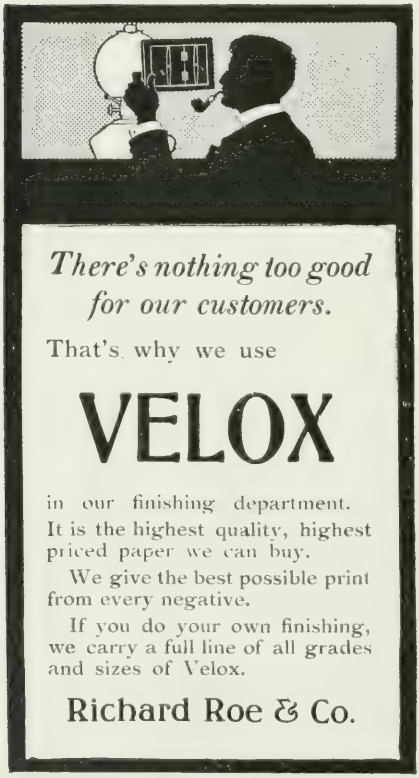
We have told on several occasions of dealers who have made a distinct success of having one man in their place whose duty it was, among other things, to photograph interesting local events and quickly get prints of them into the show window. Such *news* pictures of the circus parade, the disastrous fire, the mayor greeting the visiting delegation from another city, the ball game between the supervisors and the aldermen, always attract attention, and are good advertising.

There is something of the same idea in the plan worked by one of our customers. In a recent interesting letter, they tell us that in order to keep up interest in their growing photographic business, they offer two prizes whenever there is any unusual event coming off in their town. Recently the 101 Ranch Wild West Show was in Hagerstown, and they gave two prizes, one of $5.00 for the best pictures of either the parade or the circus, and one of $2.50 for the second best. The conditions were that pictures of any size, from the smallest up to 3¼ x 5½ or 4 x 5 were eligible and must be made with a Kodak, Brownie or Premo, and on Eastman N. C. Film. These contests are advertised beforehand in the newspapers, and this customer says in his letter: "The results in every case far exceed our expectations, and not only sell supplies, but cameras as well."

Although he does not so state, we have no doubt that the best of

the pictures are used after these contests for a window display. They would certainly be effective. One thing is certain, and that is, that in endorsing this plan of publicity, this merchant is not going by guesswork, for our books show that their business in photographic goods has increased marvellously in 1910 over 1909.

This is one of the many good plans for keeping up interest in your photographic department. It should work in every town or city under 50,000 inhabitants. If your increase this year has not been satisfactory, try it.


There's nothing too good for our customers.
That's why we use
VELOX
in our finishing department. It is the highest quality, highest priced paper we can buy.
We give the best possible print from every negative.
If you do your own finishing, we carry a full line of all grades and sizes of Velox.
Richard Roe & Co.

Cut No. 334 B.

FIRESIDE CALENDARS AGAIN

Among the goods that many dealers are successfully pushing to nicely pad their profits on the more staple lines, are calendars for the amateur to use in mounting up his or her pictures. There has been a nice Christmas business in goods of this stamp during the past few years, a growing business, and, as will be seen from our illustration of the Fireside Calendar, we offer something entirely unique for Christmas 1910 and the season of 1911.

As the prices on these goods are published to the trade only, there's no list in the hands of the consumer, and, as is no more than right on novelty goods, fat profits can easily be made. The list follows:

THE FIRESIDE CALENDAR.

FOR HORIZONTAL PHOTOS.

No.	Size of Photo	Size Outside	Price per 100
1	2¼ x 3¼	5¼ x 6¾	$5.00
2	2½ x 4¼	5¾ x 8¼	6.00
3	3¼ x 4¼	8 x 10	7.00
4	3¼ x 5½	7 x 10½	7.00
5	4 x 5	8 x 10	7.00
6	4¼ x 6½	10 x 12	8.00
7	5 x 7	10 x 12	8.00

FOR VERTICAL PHOTOS.

8	2½ x 4¼	5¾ x 8¼	6.00
9	3¼ x 5½	7 x 10½	7.00

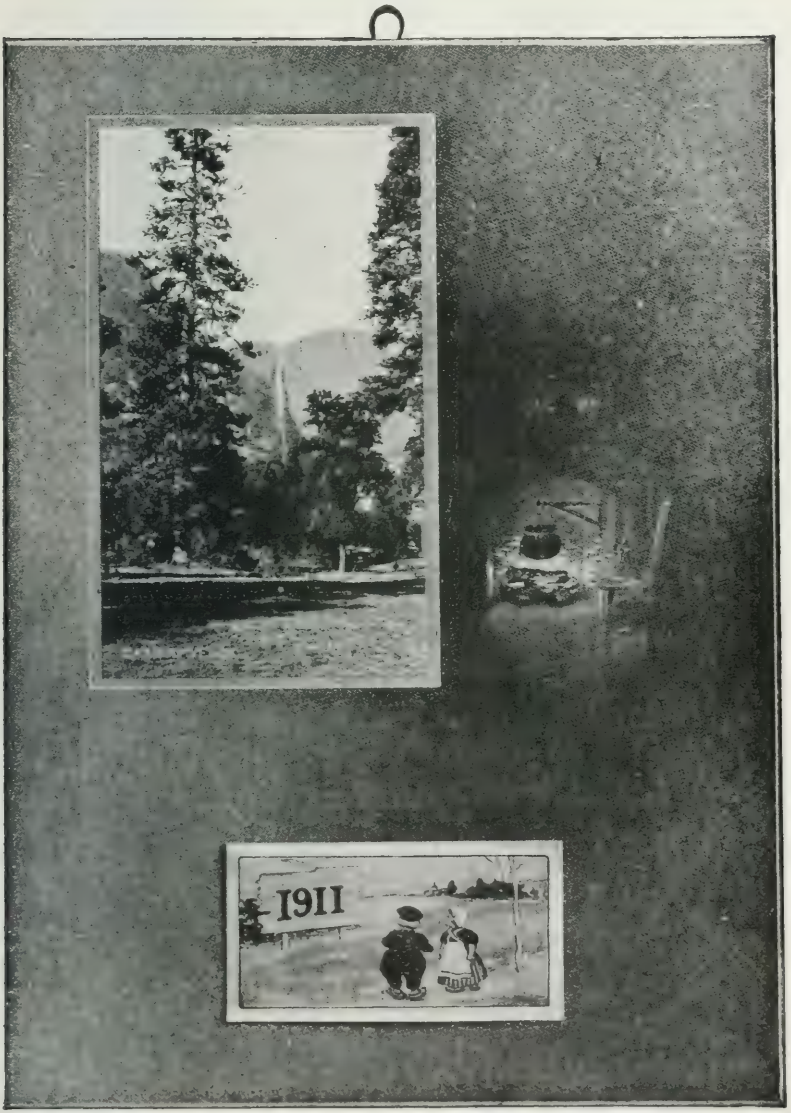
Packed 50 in a box.
Discount to the Trade: 40%
Extra Pads: $1.25 net per 100.

Velox Water Colors—

25 cents.

Best Colors.

Best form for use.



The Fireside Calendar.

THE LITTLE THINGS.

The question that is up to every dealer is: "How much can I sell?" not "How little must I buy?" It is upon the answer to that first question that your profits largely depend.

Your rent and taxes and clerk hire and lighting expense never go up proportionately to an increased business—therefore your profits go up more than proportionately on such increase. Possibly, mind you we say *possibly*, and for the sake of the argument we will admit the point, you are selling all you can in cameras and films and papers and chemicals. But how about the little things? Have you stocked the new flash sheet holder and flash sheets? How about Kodak Portrait Attachments? The season for these goods is at hand. And have you albums for those vacation prints that pleased your customers so much? Oh yes, and negative albums and calendars. How about Velox Water Colors,—and this is not a little thing in point of business, Brownie Enlarging Cameras? There's a good profit in all these things at small investment and no increase of overhead expense.

Take a Kodak catalogue; go through it and see what is listed therein that you have overlooked; go likewise through the index of your Condensed Price List for suggestions and then to be especially sure you haven't overlooked any of the new goods run through your Trade Circulars from last April down to date. It may take you fifteen minutes to do all this and it's likely to materially increase those *net* figures at the end of the year.

There's another side, too, to all this talk about the little things. Most of them not only are a profit in themselves, but add to the consumption of other goods in which there is a profit—films and papers and chemicals. They help to keep interest alive, help to keep the Kodaker kodaking and that's good business.

How much can you sell? Thereby hangs the profit.

Eastman

Flash Sheet

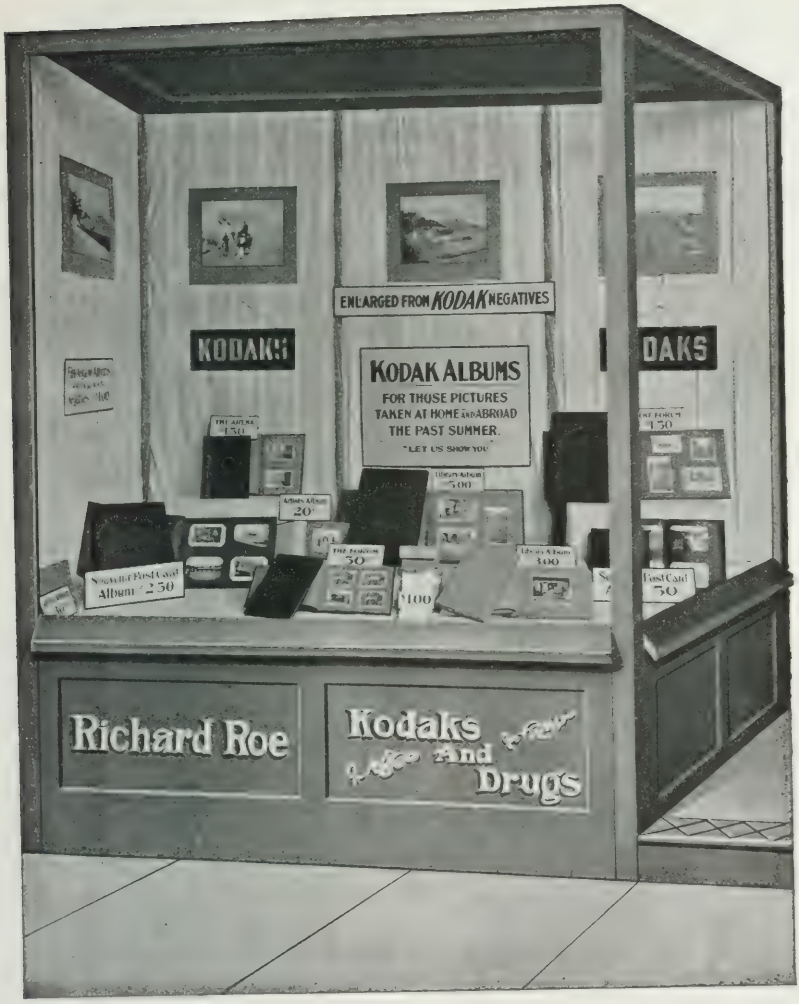
Holder makes

flash light

work more

fascinating

than ever.



A window that not only suggests to those who have Kodaks the fact that you can interest them, but also suggests the pleasures of Kodakery to those who have never indulged.

BROWNIES

Autumn Pleasures are Doubled for the Boy who has a

Brownie Camera

Good Results—Small Expense—Simple to Operate.

BROWNIE CAMERAS, $1.00 to $12.00.

RICHARD ROE & CO.

Double Column Cut No. 343A. Single Column Cut No. 343B.

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VII., No. 6. TORONTO, CAN. NOVEMBER, 1910.

THE WINNERS.

AWARDS IN THE KODAK ADVERTISING COMPETITION.

[In our February number we printed an article from the Eastman Trade Circular relative to a Prize Contest being conducted by them. As that contest is now closed and prizes awarded, we reprint from their issue a list of the successful competitors.]

The first, second and third prize winners of Class A in our Kodak Advertising Competition, went to men who have won prizes before in these competitions. Moreover, all of the five prizes in this class went to New York and Philadelphia, and the winner of the first prize, Wm. Shewell Ellis, was winner of the first prize in last year's competition.

For this seeming favoritism we have no apologies to offer. The judges did not know, until their task was finished, to whom they were making the awards, as the prints they passed upon were merely numbered. In no case did the name of the photographer appear upon the print.

When the awards were completed our advertising manager, who acted as clerk to the judges, took off the numbers; referred to his list of competitors and then told the judges who the winners were, with the remark that it was rather unfortunate to have the prizes go so regularly to so many of the same people in the same part of the country.

To this remark Mr. Geo. H. Hazen, of the Century Magazine, said: "It may be unfortunate, but there's one thing sure. It proves that your competitions are on the level. If you were playing politics with them you would pass the prizes around the country."

In Class B, Philadelphia is again twice represented, but the first prize goes to San Francisco, second prize to Ohio, third to Illinois and fourth and fifth to Philadelphia. The only former winner to take a prize in this class was Mrs. Nancy Ford Cones of Loveland, Ohio. Mrs. Cones has probably taken more photographic prizes than any other woman photographer in the United States.

The results in Class A are highly satisfactory to us so far as this competition is concerned. We foresee, nevertheless, that on account of the prizes having so often gone to the same people other contestants are likely to become discouraged. To absolutely offset this our 1911 competition will have a new feature—no one who has ever taken a prize in Class A will be permitted to again compete in Class A, but they will be entitled to compete in the "Grand Prize

Class," which class will be open only to Class A winners of former years. The exact details have not been decided upon, but they will be interesting—and fair to every competitor.

The winners for 1910 were:

Class A.

First Prize—Wm. Shewell Ellis, Philadelphia..... $500.00
Second Prize—H. E. Lawson, New York..... 400.00
Third Prize—F. & C. A. Maynard, West Philadelphia 250.00
Fourth Prize—R.T.Dooner, Philadelphia 150.00
Fifth Prize—A. F. Bradley, New York..... 100.00

Class B.

First Prize—R. B. Marsh, San Francisco..... $300.00
Second Prize—Nancy Ford Cones, Loveland, O..... 150.00
Third Prize—R. J. Barber, Bloomington, Ill..... 75.00
Fourth Prize—Dr. Robt. Nones, Jr., Philadelphia 50.00
Fifth Prize—Mrs. N. A. H. Bromley, Philadelphia.. 25.00

Judges.

F. R. Barrows, ex-president of the P. A. of A.; G. W. Harris, president-elect of the P. A. of A.; Geo. H. Hazen, advertising manager Century Magazine; Robert Frothingham, advertising manager Everybody's Magazine and the Butterick publications; Walter R. Hine, vice-president and general manager Frank Seaman, Inc.

The Results.

There are pictures in hand as a result of this contest that mean for you and for us more business. There are new view points that will help you and us in interesting new people. They will supply us with new material for magazine advertising, booklet covers, street car signs and store signs. The Kodak line is the best advertised and the most advertised as well as the best line of goods. These new pictures, bristling with live subjects, will help us keep interest awake in the witchery of Kodakery—will help the advertising keep up with the manufacturing end in attractiveness. We are already planning for *more business in 1911.* Make your plans to get the local benefit by backing our efforts with local advertising that will bring the new business to your store.

START WITH KODAK.

We show on the opposite page a reproduction of the Kodak advertisement on the back cover of the Christmas number of the American Boy. This advertisement is going to be read by several hundred thousand boys, and by their fathers and mothers, from one end of the country to the other. The picture and the story are going to set a good many lads thinking, are going to influence a good many fond parents as well, and start them toward inspecting some Kodak dealer's stock.

We call your attention to the Kodak in the picture and the catch line, "If father only knew how much I want a KODAK for Christmas." KODAK, mind you, not Brownie. That was done with a purpose. If the boy or father drop in to talk Brownie with you it would not be so easy to lift them to Kodak, but if the Kodak price seems to be a little beyond the money they wish to expend, you can easily bring the Brownie family forward with an almost certainty of a sale.

When a lad comes in start talking KODAK to him.

If Father Only Knew How Much I Want a

KODAK for CHRISTMAS

Just think how much fun I could have taking pictures of the crowd skating and coasting and of the folks at home—little sister and mother and father and all the rest.

And I could make *good* pictures, too, as it is so easy the Kodak way, no dark-room for any part of the work, all just as simple as can be.

Kodaks don't cost much either, five dollars and up, and the Brownie cameras that work just like the Kodaks, from one to twelve dollars.

I am going to ask the dealer for a catalogue to slip in father's pocket.

Any dealer will supply the catalogue for your father's pocket, or we will send you one by mail.

CANADIAN KODAK CO., LIMITED
TORONTO, CAN

No. 820

TEAM UP WITH US.

If ever an advertising campaign was planned to bring results in good dollars, that one is the Kodak campaign for Christmas, 1910.

The public has been educated to know that the Kodak can form a part of every recreation, that every day, every season, provides new fascinations for those who Kodak—that every day is a Kodak day.

In our generous magazine advertising, we are playing up strong "Make somebody happy with a Kodak, Christmas, 1910." Likewise, we are strongly featuring the pleasures the Kodak will provide for the indoor days.

And in this general publicity we have not for a minute lost sight of the advantage to you in making *your* advertising key in with ours.

New window display cards, eight Kodak and three Premo, all most attractive, will soon be sent to all dealers.

In addition, we have prepared for those dealers who make use of that very effective form of publicity—Street Car advertising—four new car signs. These signs are in colors, and are bright, snappy and attractive. The reproductions herewith will afford you a general idea.

We have also on the press the Kodak Winter Booklet—a little condensed catalogue that just fits the regular business envelope. The cover is striking in design, strictly photographic, and also done in colors.

Likewise there will be a Premo booklet that tells entertainingly of the Premo line and of the Premo Film Pack System.

And also, as told in another column, there is the "At Home with the Kodak" booklet, that just can't help but put lots of disused Kodaks back into commission, and influence the sale of countless new ones.

This new good stuff is bound to produce results, and is at your disposal for the asking—only you must *ask* for it, (except the window signs which are furnished all dealers) as it will only be sent upon request.

Please remember, that in regard

Let the Children KODAK

There's everything for KODAKERY at our store.

RICHARD ROE & CO., 1001 Tripod Avenue.

(PROMPT DEVELOPING AND PRINTING.)

No. 811

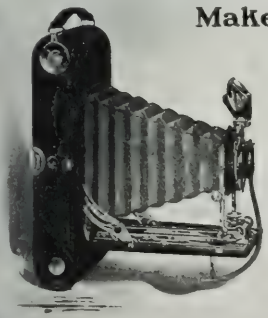
All the recreations of the crisp out-doors await your KODAK.

We have everything for Kodakery and do prompt Developing and Printing.

RICHARD ROE & CO.,

1002 TRIPOD AVENUE.

No. 813



Make Somebody Happy with a

KODAK

Let us help you make your selection.

Kodaks, $5 to $111, Brownies, $1 to $12

RICHARD ROE & CO.,

1001 TRIPOD AVENUE.

No. 814

to the street car signs they are furnished for *street car use only*, and that we shall give the preference to the first dealer who applies from each city, and will not furnish him with more than one style of card until we are satisfied that the other dealers in his town are not interested. In ordering car signs, state quantity, and order by number.

Send in your orders for this special publicity material now—first come first served.

SPEED FILM.

Its Advantages, Manipulation and Market.

Many dealers will remember that when Non-Curling Film was first put upon the market there were many objections made to it by those who did not realize its advantages. People had been in the habit of pinning their negatives on a board with the back of the film in actual contact with the board. The Non-Curling Film couldn't be handled that way, so some people didn't want it. Today you couldn't give away film of the old type.

Likewise we expect some opposition to the red backing on the new Speed Film. Because it requires some slight attention in manipulation there will be those who will object to it. But it is worth while. The thinness of the support in connection with the black paper backing gives our regular N. C. Film marked non-halation qualities. Add to these the still further help of the red dye on the back of the support as found in Eastman's Speed Film and we have the most perfect halation resisting qualities found in any photographic film or plate.

The Exposure.

Eastman Speed Film has double the speed of the regular N. C. Eastman Film. Owing to the great latitude of both these films, no difference in the results will be observed when the exposure is approximately correct. Where, however, there is a tendency to under-exposure, due either to weak light or the use of an extremely fast shutter, marked superiority will be observed in the new film. On the other hand, care should be taken by those accustomed to the old film, to avoid over-exposure.

Manipulation.

Eastman Speed Film should be developed 25 per cent. longer than the regular N. C. Film.

No change in manipulation is required to remove the colored backing, as the color is removed by the action of the fixing bath. This bath should be made with Acid Fixing Powder or an acid Hypo solution prepared according to the formula given in the direction sheet enclosed with the film. The film should remain in the fixing bath until practically all color disappears. No harm comes to the developer from the discoloration caused by the red dye.

Where to Push It.

We do not now advise that Eastman Speed Film be put forward by the dealer for general purposes. We believe in the film and in its keeping qualities, but these have not yet been absolutely demonstrated under a wide variety of conditions. For these reasons we have given this film only a

four month instead of a six month dating; for the same reasons we advise that you be careful not to overstock and until it has been thoroughly tried out that you push the sale for use with Graflex cameras and Speed Kodaks only.

This red backing is, we believe, one of the most important film improvements that has ever been made. Another of our important improvements was the Non-Curling Film and that likewise was introduced in a tentative way. It was at first put out in only a limited territory and when put on the market in this country in 1903 we continued the old film. The Trade Circular said: "We believe that the superior quality of the N. C. Film will eventually cause it to entirely displace the Transparent Film, just as the latter displaced the old 'stripping film'—but that is anticipating."

History repeats itself; conditions are much as they then were. We now believe that the improvements in speed and non-halation qualities will eventually — but that is anticipating. The thing to do now is to push Speed Film to those people who will most appreciate its qualities—the users of high speed focal plane shutters.

AT HOME WITH THE KODAK.

At home with the Kodak.

There is a topic for publicity that means not merely the sale of new Kodaks, but the putting of idle Kodaks at work. "At home with the Kodak" forms the headline of the bulk of our full page December advertising. "At Home with the Kodak" is the title of one of our most ambitious advertising booklets—a booklet that we believe will run through many editions and be valuable to you and to us.

The scope of the Kodak is so broad that it's hard to cover all of the field all of the time. The Kodak on the Farm and in travel abroad and among the Indians and with the motorist—all of these subjects have been booklet-ized. But there's no place like home and we are back there again with a new book that talks intelligently on the subject of home portraiture and is filled with charming examples of what the Kodak has done and can do in the home. It has been our aim to make the booklet both helpful and attractive. The pictures show the delights of home picture making, the text is simple and helpful and will assist the amateur in overcoming the little difficulties that have bothered him.

We have in several previous books in the years gone by stimulated an interest in picture taking at home. This we believe is the most fertile field for you and for us to cultivate. Relatively, but few people can travel extensively or motor, but home and friends they all have and when they appreciate what Kodak can do for them in the home and how simple it all is by Kodak methods, there's business for you.

Our winter advertising will ask people to ask you for "At Home with the Kodak". We want you to have it so that when people ask for it you will be able to supply the demand, yet it is too expensive for us to send to you *unless you ask for it.* The book measures 5½ x 7¾ inches and contains 32 pages and should be freely given to all who ask for it, but not sent

out indiscriminately. We, of course, furnish these books with your imprint, but we ask that you put your orders in at once, that we may properly take care of the early rush and have the books in your hands by the time people begin to ask for them as a result of our December advertising.

PREMOS FOR CHRISTMAS.

Look over your stock of Premos.

Have you stocked Premo Juniors, Premoettes, Film Premos and Pocket Premo C's?

We mention these particularly, for these are the Premos which are being heavily advertised in all the best holiday magazines.

They are being advertised in full and half pages in Everybody's, Cosmopolitan, American, Harper's, Scribner's, McClure's, Munsey, Argosy, Success, Review of Reviews, and in liberal space in the Youth's Companion, American Boy, Saturday Evening Post, Collier's and the general photographic magazines.

This great volume of advertising is going to create interest and desire for Premos all over the country, and we want you to supplement it in your own locality.

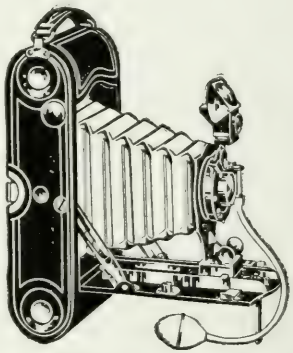
To this end we have prepared an attractive line of window and store display cards, which you will receive without request in connection with the Kodak show cards.

We have a very striking Premo street car sign illustrated on page 4, and your name will show to good advantage on it. These, of course, must be ordered, quantity and imprint being specified.

Finally, we have a full stock of cuts for newspaper advertising, as illustrated in the Premo Cut Sheet, which you already have. There are some sample ads. in this issue which connect up directly with the Premo magazine advertising. We have left some of the Premo dummy film packs for demonstration purposes, which we will furnish upon application.

Get the benefit of the large Premo advertising expenditure by connecting up with it in your town. We furnish all the matter absolutely free and prepay transportation. It's yours simply for the asking.

So we say again—look over your Premo stock. Lots, of course, wont be confined to just the cameras advertised, but these will be in heaviest demand.



THERE IS NO CLOSED SEASON FOR

KODAKING

It is the "all-the-year-around" sport, and you can carry a Kodak anywhere. Easy to use and every part of the work can be done in daylight.

KODAKS, $5.00 to $111.00.
BROWNIES, $1.00 to $12.00.

All the NEW GOODS from Kodak City in Stock.

RICHARD ROE & CO.

Single Col. Cut No. 208 H. Double Col. Cut No. 208 G

A DIRECT CONNECTION.

The dealer who handles nationally advertised goods and who keeps track of such advertising, and keeps his window displays in harmony will reap many an unexpected dollar. Here is a concrete example related by one of our own men:

Recently the magazines have been carrying the advertising of a clock concern, who are marketing a new style alarm clock, called Big Ben. This man read the ad., thought the clock to be a pretty good one, and went on reading the other parts of the magazine. A day or so later his wife asked him to take the family alarm clock down town to have it fixed. This he proceeded to do, and as he was passing along the street he happened to glance in a window. All it contained was a velvet drapery, a clock and this sign, "This is Big Ben." At once the magazine advertisement and its argument came back to him, and he stepped inside, purchased a Big Ben, and left the old clock to be repaired.

In all probability this clock would have escaped his mind had not the dealer compelled him to remember it by his simple window display—The dealer said he had sold eleven since putting that one lone clock in the window two days before.

¶ Keep up your supply of amateur booklets, — The "Velox Book," "Tank Development," "By Flashlight," and "Bromide Enlarging with the Kodak."— How many please?

A FEW REASONS WHY IN WINDOW TRIMMING

The most effectual concealment is in a crowd. Therefore do not fill your window with a sample of everything your stock contains.

Red, yellow and green are the colors that assail the eye most violently. Use them as backgrounds with discretion lest they overshadow the goods themselves.

A man on a hill against the sky can be seen for miles—the same man on the same hill in front of a clump of trees blends into the background and vanishes. To have your goods seen to the best advantage, have your background plain—and light for dark goods and dark for light goods.

A loud noise will attract but not convince. Make your display prove its advantages as to quality, price and utility.

A diamond displayed on a velvet cushion looks the part. For quality goods make a quality display.

You can get used to a wart on a man's nose. Change your display frequently if you would sustain interest.

Nature abhors a vacuum. Just because your competitor neglects his windows is no reason for your doing likewise.

If your competitor puts in attractive displays, go him one better. The town folks will say there are two hustlers in town and you'll *both* do more business.

¶ Let the Educational department assist you in maintaining your reputation of "the best photo finisher in town"— the tuition is free.

THE PAY ENVELOPE.

How to increase the amount in the weekly pay envelope is a vital question to both employer and employee. There are mighty few employers who are not just as anxious to grant an increase as the employee is to receive it.

A salesman's efficiency is usually judged by the amount of his sales plus his ability to aid his employer in other ways.

There are instances where the employer does not, to the best of his ability, aid the employee in becoming a better salesman. For instance, not long ago, one of our travelling salesmen asked a retail salesman about certain of our new products, and he replied that he didn't know anything about them. "Why," said our man, "last month's Trade Circular told all about them, haven't you read it?" "No," replied the retail man, "I never see the Trade Circular, it goes to the boss's desk and never comes out again." Now the employer may be posted to the minute on everything in stock, but if the employee who usually waits on a good many more customers than the employer is uninformed, his efficiency is not up to high water mark—and it is not his fault.

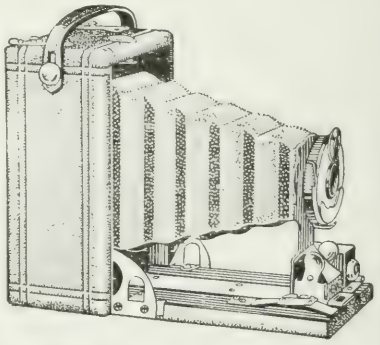
The employer, with the general care of the business on his shoulders, is apt to overlook the ordering of new goods most necessary to have in stock, and if no one but himself has knowledge of such goods, his competitor around the corner may get in a few good ones before he realizes his oversight.

Nothing is more discouraging to a "live wire" clerk than to find his customer better posted than he, as he then feels that it will take an extraordinary amount of salesmanship to again place him on an equal footing with that customer.

Keep your employees posted—pass the Trade Circular along to them, it will help not only in implying your confidence in them, but in increasing their selling ability.

$5.00

will buy a GIFT that's sure to please anyone



PREMOETTE

A dainty little daylight loading camera which will make photography a pleasure for a boy or girl, a man or woman of any age.

Daylight loading
Simple to operate.
Makes splendid 2¼ x 3¼ pictures
Other Premos from $2.00 to $200.00.

Bring us your Christmas Developing and Printing.

JOHN DOE & CO.
1234 Premo Street.

Cut No. 326

POSTING THE NEW ONES.

It is human nature to take it for granted that the things we are familiar with are likewise common knowledge.

There are Kodakers being made every hour of every business day, and they have still to learn of the many good things your stock provides in the way of conveniences in the pursuit of their recreation.

For instance, the Eastman Film Negative Albums have been a staple in your stock for years, yet the new Kodaker will not know of them, and may be longing for just such a necessity. Now if you don't have such things prominently displayed, with a little card calling attention to their utility, Mr. or Miss Amateur may go on putting up with home constructed makeshifts just because you have not called their attention to them.

Your display cases or windows may not be large enough to permanently display all such small-change catchers, but it will increase the amount of your annual turn over amazingly if you will but take the pains to bring all these small items to the attention of your customers in the seasons when they are most apt to need them.

Just now with the indoor days at hand, and the new "At Home with the Kodak" booklet to influence, suggests the R. O. C. Tripod Truck, the Eastman Tripod Brace, the Eastman Flash Sheet Holder, and Velox Water Color Stamps.

If these timely sundries are given prominence just now, when Mr. Beginner comes in for a roll of film or some more Velox, all these things will be new and interesting to him, and practically sell themselves.

Moral: The new bird will try all worms.

DISCONTINUED.

EASTMAN SEPIA, SPECIAL ROUGH D. W. VELOX AND REGULAR CARBON D. W. VELOX.

It has always been our policy to maintain the balance—to give the dealer an ample variety to meet all demands, new goods to stimulate interest—and to remove from the market any brands the demand for which fell below normal or which had been supplanted by a newer or better product.

With the amateur, Velox has the call, he understands it, finds it most convenient to manipulate, and by means of the re-development process can produce sepia tones at will. This ability to produce sepia tones on an artificial light paper has naturally weakened the demand for the Eastman Sepia—a *daylight* printing paper—hence its discontinuance, both in cut sizes and as post cards.

With regard to the Special Rough Double Weight and Regular Carbon Double Weight Velox, the amateur has found the other surfaces in double weight better adapted to his needs, and while there is a small demand for these particular grades it is not sufficient to warrant the dealer in stocking up.

A quick turn over is the best for both of us, so we shall whenever occasion arises remove from the market any product that fails to keep up with the quick profit procession. When we announce new brands of paper please remember that we have made these withdrawals.

DEVELOPING, PRINTING, ENLARGING

By Modern Methods.

All Film Tank Developed.
All Prints on Velox.

Our business is selling amateur photographic supplies, and the better results we obtain from your exposures the more business we will do with you.

Always a Complete Stock of Kodak Products.

RICHARD ROE & CO.

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VII., No. 7. TORONTO, CAN. DECEMBER, 1910.

ON SIZING UP.

The boss and two of his best clerks stood at the back of the store. The subject under discussion was : "Size 'em up."

Said the boss: "The trouble with you boys is that you don't size men *up*, you size 'em *down*. If he doesn't draw off a spotless pair of chamois gloves and display a two carat diamond you size a customer down for Brownies when you should size him up for Anastigmats."

The elder of the two clerks, who had been with the house for twelve years, and was sweet on the boss's wife's younger sister, spoke up with some asperity: "I can tell by a man's looks what can be had out of him. There's no use in wasting time talking high grade equipments to farmers and mechanics."

Just then the door opened and a powerful looking man in corduroy coat and top boots entered. His trousers were worn and soiled; a gray sweater peeped out over the upturned coat collar. A well-worn cap was on his head and the tawny beard beneath the weather-beaten face of tan denoted the out-door worker. With a vein of sarcasm the senior clerk continued, this time addressing the other clerk, "I suppose the boss would sell that man a 3A Special."

"At least I'll try," said the boss and went to the front of the store with a pleasant greeting for the "prospect."

The clerks watched him. Presently they saw him open the case where the highest-priced equipments were kept. Then they noticed that comparisons and explanations were being made. It was evident that the boss was interested and that the prospect was interested. Then they saw the boss falter and look a bit disappointed as he reached for a catalogue. There were a few minutes more of earnest conversation, then the boss began to write on the order pad. And then from the "prospect's" pocket came a flannel bag with a pucker string around it and nine twenty-dollar gold pieces were counted out on the show case with only a little change going back.

* * * * * * *

"You see," said the boss afterward, "he had me scared for a minute. He started in by telling me what he wanted to do and I showed him a 5x7 Pony Premo No. 7 with a Zeiss Protar and a Com-

pound Shutter. Just when I thought, by comparing and explaining and enthusing, that I had the order landed he asked for something larger and we didn't have it in stock. While I was writing his order for a 6½x8½ I was worrying for fear he would be offended when I asked for a deposit—and then those double eagles began falling on the counter. What is he? Big ranch owner. When he comes back to get the camera I'm going to try and land him for a 3A Special to send to his daughter, who is at an eastern boarding school for young ladies. I think she'd like one for Christmas. As I said before, boys: Size 'em *up.*"

NOTE—The best part of this story is that the important parts are true.

NEXT—1911.

In a few weeks now the newspaper paragraphers will be in a position to write "Nineteen-ten A.D. is history," or "The curtain has now been rung down on the year of Grace, nineteen-ten." Some old chestnut like this followed by advice about good resolutions. Let's take them as they come and wish the paragraphers good luck, etc. Nineteen-ten has seen Canada advance into the front rank of the nations and in every country this fair Dominion is regarded as a land of promise.

Next year there is going to be a census and it's dollars to doughnuts that the figures will surprise the hardest old knocker. Almost without exception, manufacturers and merchants report the best ever kind of business for the year, and all are looking forward to an extension of their field. The fact is that Canada is the country that draws the people and the capital from the Old World.

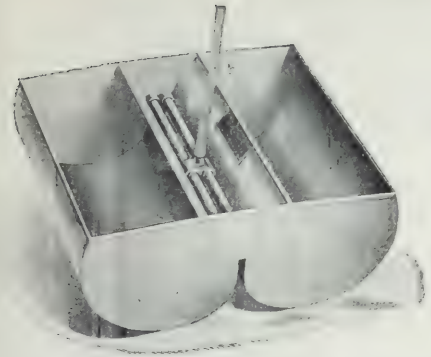
There have been more Kodaks sold in 1910 than in any previous year, more film, more paper, and so on down the line. If your Kodak business did not show the increase you expected don't blame the manufacturers or the goods. Just spend a little time figuring out the reason and set a mark to be reached for 1911. The goods you handle have the call and they will be advertised more persistently than ever. It's up to the retailer to beat the 1910 record during 1911.

A few maxims for 1911: The man who is content with his fair share of the business is helping the other fellow to the lion's share. Get after the lion's share and you will get your fair share.

The dealer who hides his Kodaks from January to March will find them in April, but they will be the same ones he had in January, with the dust added.

Finally—in the words of the late J. Billings—everlastingly sticking to it brings results.

Every Brownie Enlarging Camera you sell, sells Velox or Bromide paper—and developer—and mounts.



THE ROUNDS PRINT WASHER.

The Rounds Print Washer can be offered to your trade with the full assurance that it is the best device yet produced for the rapid, thorough and economical washing of prints.

Working perfectly with the exceedingly low pressure of twelve pounds, the prints are kept in constant motion, and do not mat together.

The washer has a capacity of 100 five by seven, or 150 four by five or smaller prints.

This washer consists of two compartments, one or both of which may be used at one time.

The pipes supplying the water run parallel to the partition which divides the print washer, as shown in the illustration. Each pipe is provided with a row of perforations on the under side, through which water in little jets is supplied to each compartment.

The shape of each compartment is such that the water entering on each side of the dividing partition takes on a swirling motion when the tank is filled, keeping the prints moving and separated until the water is turned off, thus giving them a thorough washing without danger of bruising or tearing the prints.

The swirling motion also prevents the prints from leaving the tank with the overflow, and a batch of prints placed in this print washer will wash thoroughly without further attention.

The print washer is to be placed in the sink and attached to the faucet with a rubber hose which slips over the supply pipe union.

No detailed instructions are necessary for the use of the Rounds Print Washer, as its great simplicity is a feature of the device. To wash prints just slip the hose onto the faucet, turn on the water and when the tank is filled put in the prints.

This washer is substantially constructed of the best grade of zinc, with brass and galvanized piping, and will not rust. Dimensions: Height, 9½ inches; width, 23 inches; length, 20½ inches. With ordinary care it will last for many years.

Thorough washing is necessary to obtain absolute permanency in prints and the Rounds Print Washer is a convenient and reliable means of accomplishing this end.

THE PRICE.

Rounds Print Washer, - -	$13.50
Discount to the trade, - -	33⅓

VELOX TRANSPARENT WATER COLOR STAMPS

Easy to Use—Easy to Sell.

EASTMAN PRINTING MASKS.

A neat, white border around a print adds much to its attractiveness, and the majorty of stock house finishers and amateurs finish their prints that way.

With an opaque mask, it has been somewhat of a problem to adjust it quickly and properly.

The new Eastman Transparent Printing Masks overcome this difficulty perfectly, as they are composed of material resembling the transparent film base, only much heavier, and being orange in color, fully protect the white margin during adjustment and printing.

The Eastman Printing Masks are made for all standard professional and amateur sizes, and are also supplied in blank sheets for use in making special size masks.

THE PRICE.

Outside Dimensions.	Size of Opening.	For	Price per Doz.
4 x 5	1½ x 2⅜	O-F. P. K., O-Graphic negatives, -	$ .60
4 x 5	2 1/16 x 2 1/16	1 Brownie negatives, -	.60
4 x 5	2 1/16 x 3 1/16	1 F. P. K., 2 Brownie, 2¼ x 3¼ Film Pack negatives, - - -	.60
4 x 5	2⅜ x 4 1/16	1A F. P. K., 1A Graflex, 1A Speed negatives, -	.60
4 x 5	3⅛ x 3⅛	2 Bull's Eye negatives, -	.60
4 x 5	2 13/16 x 3 13/16	3 F. P. K., 3¼ x 4¼ Film Pack negatives, -	.60
4 x 5	3 1/16 x 4 1/16	3 Folding Brownie 3¼ x 4¼ Dry Plate, - - -	.60
5 x 7	3⅛ x 5⅜	3A F. P. K., 3A Graflex negatives, -	1.00
5 x 7	3 13/16 x 4 13/16	4 F. P. K., 4 x 5 dry plate negatives, - -	$1.00
5 x 7	4⅛ x 6 5/16	4A F. P. K., 4A Speed negatives, -	1.00
6½ x 8½	4½ x 6½	5 x 7 Film Pack negatives, - -	1.50
5 x 7	2⅞ x 5⅛	3¼ x 5½ Film Pack negatives, -	1.00
5 x 7	3½ x 4½	4 x 5 Film Pack negatives, - - -	1.00
6½ x 8½	4¾ x 6¾	5 x 7 dry plate negatives, -	1.50

Outside Dimensions.	Size of Opening.	Price per Doz.
5 x 7	2 x 2½	$1.00
5 x 7	2¼ x 4½	1.00
5 x 7	3 x 5¼	1.00
5 x 7	3⅝ x 5¼	1.00
8 x 10	3⅝ x 5¼	2.00
8 x 10	3¾ x 5¾	2.00
8 x 10	4¾ x 6¾	2.00
8 x 10	5¾ x 7¾	2.00
11 x 14	4¾ x 6¾	3.50
11 x 14	5¾ x 7¾	3.50
11 x 14	6¼ x 8¼	3.50
11 x 14	6¾ x 8¾	3.50
11 x 14	7¾ x 9¾	3.50

EASTMAN MASKING BLANKS.

4 x 5	Per dozen sheets,	-	-	$ .60
5 x 7	"	"	"	-	-	1.00
6½ x 8½	"	"	"	-	-	1.50
8 x 10	"	"	"	-	-	2.00
11 x 14	"	"	"	-	-	3.50

Discount to the Trade: 33⅓%.

BACK UP THE SUGGESTION.

Make somebody happy with a Kodak, Christmas 1910.

Thousands of people with money just aching to be spent are now receiving that suggestion through our big full page campaign in the December magazines.

"Make somebody happy with a Kodak, Christmas 1910," also appears on a beautifully lithographed hanger for use in your

show windows and on the walls of your store.

Make the most of this suggestion —enthuse over it, for every Kodak you sell *will* make somebody happy. There is no recreation, other than Kodakery that so keys in with every recreation — that affords pleasure for every season. When prospective customers with that suggestion uppermost come in, enthuse, *smile* and make them feel that nothing else can compare with a Kodak as a Christmas remembrance.

Enthusiasm carries a tremendous weight of conviction with it, and the harassed holiday shopper is in just the right frame of mind to welcome and accept the arguments of the *enthusiastic* salesman.

The following actual incident illustrates the value of enthusiastic salesmanship: One quiet afternoon two elderly gentlemen dropped into a Kodak shop in one of the eastern cities, and one of them asked to be shown one of the high grade anastigmat equipments. Neither visitor looked like ready money, but this salesman never lost an opportunity to, as he termed it, "practice a little," so he showed the outfit up one side and down the other. Finally one of the gentlemen inquired the price of the complete outfit. As the price was something over one hundred dollars the salesman expected "Much obliged, will think it over," or something like that; instead the gentleman pulled out a roll of bills and said, "I'll take that outfit." As the salesman was having the outfit wrapped up, the other gentleman said, "You made that sound so good that you can just duplicate that order for me."

Make yourself happy by landing every customer who has the Kodak for Christmas idea.

KODAK

Solves the Christmas Problem for that Boy of yours.

KODAKS, $5.00 to $111.00

BROWNIE CAMERAS,

THEY WORK LIKE KODAKS $1.00 to $12.00

We carry a complete line of Kodaks and Kodak factory goods.

RICHARD ROE & CO.

Single Column Cut No. 307B.
Double Column Cut No. 307A.

Flash-Light Time.

A SIMPLE CHECK.

Hereafter all cases of plates packed at Toronto will contain the following card:

Canadian Kodak Co., Limited., Toronto, Canada. If the markings on this case do not correspond with the contents, enclose this card with complaint. Packed by
No.

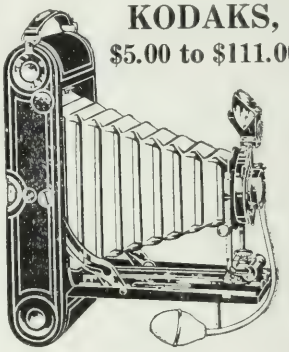
Each card will be stamped with the packer's number and will enable us to trace any complaint, provided the card be returned with the complaint.

It is our aim to supply only perfect goods, in first class condition and perfectly packed, and this little convenience will enable us to still more quickly and accurately locate and remedy any cause for complaint.

MISLED.

The old story they tell on a Brooklyn policeman who took the gilt letters on the show window of a bake shop as a guide to the identity of the occupants, and filed a report that "a fire occurred this morning in the bake shop of Miss Charlotte Russe," has been equalled, according to the Brooklyn Eagle, by another policeman who, also misled by gilt letters on a window, reported that "John Kodaks was burned out at 1591 Broadway this morning." As a matter of fact, the Yonkers Sporting Goods and Novelty Company was the tenant, and Kodaks were an important part of their stock. This was later explained very gently to the erring policeman, who is now relieved from the distinction of being the only man in Brooklyn who didn't know the meaning of the word "Kodak."

KODAKS,
$5.00 to $111.00



Christmas Joy lasts the whole year round when

KODAK

heads the gift list

We carry a complete line of Kodaks and Kodak supplies.

RICHARD ROE & CO.

Single Column Cut No. 206H.
Double Column Cut No. 206G.

During the dark days talk Zeiss-Kodak Anastigmat *f*.6.3.

HINTS TO SHOPPERS.

Just think of the Kodaks that were purchased last year for Christmas gifts.

This year the same problem of what to give confronts those who gave Kodaks last year.

In a good many instances those who gave Kodaks are not themselves amateur photographers, and do not know of the many handy accessories that would make a most acceptable gift to accompany the Kodak given last year.

Why not devote a section of your holiday display window to just this class of people. Have printed a large card worded something like this: "If you gave a Kodak for Christmas last year, anything in this group would prove highly acceptable this year."

Below this arrange a Metal Tripod in one of the handy leather cases; an Eastman Flash Sheet Holder; one or two Albums; an Eastman Film Negative Album; a Brownie Enlarging Camera, and a Kodak Film Tank, all properly labeled and priced.

You will be surprised at the number of people that will rise up and call you blessed for the suggestion, and back it up by keeping your cash register working.

AUTOTIME SCALES FOR COMPOUND SHUTTERS.

The Autotime Scale has made good. So great a convenience has it proved with the regular equipment, 1/100 of a second shutters, that we have prepared to furnish it with the scale adapted to the higher speed Compound Shutter.

We are now ready to supply the demand for the Autotime Scale adapted for use with the Compound Shutter as follows:

Style G, for No. 0 Compound Shutter, - - - -	$1.50
Style G. G. for No. 1 Compound Shutter, - - - -	1.50
Style G.G.G. for No. 2 Compound Shutter, - - - -	1.5

Discount to the Trade: 30%.

Kodak Portrait Attachments and Eastman's Flash Sheets have caused the use of thousands of rolls of film and thousands of gross of paper. They pay you double profit.

If it isn't an Eastman, it isn't a Kodak.

Make somebody happy with a KODAK.

Christmas, 1910.

KODAKS, $5.00 TO $111.00.
BROWNIE CAMERAS, $1.00 TO $12.00.

We carry a complete line of Kodaks and Kodak Supplies.

RICHARD ROE & CO.

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VII., No. 8. TORONTO, CAN. JANUARY, 1911.

Below we reprint from the Eastman Kodak Co's Trade Circular, particulars of the Kodak Advertising Contest for 1911. Entries from Canadians are invited, and we shall be glad to supply dealers with leaflets giving the rules, etc., to hand to amateurs interested.

1911

KODAK ADVERTISING CONTEST

$2500.00 in Cash Prizes

From our standpoint the previous Kodak Advertising Contests have been a distinct and growing success. They have supplied us with pictures that told interestingly of the charm and simplicity of Kodakery. But there has been one drawback. In the professional division (Class A), the prizes have gone so often to the same people that we fear other photographers are likely to be discouraged. In order to remove this possible objection to our contests, these former winners will be barred from participation in Class A in the 1911 competition.

GRAND PRIZE CLASS—AN INNOVATION.

While the barring of the former Class A winners from competition in that class, widens the opportunity for other professionals—makes success more easily obtainable—we still feel that for two reasons these former winners should also be entitled to compete for the prize money. First, because it is only fair to them, and second, because they have proved that they can make the kind of pictures that we want. The problem has been simply but expen-

sively solved. Former Class A winners are barred from Class A. but may compete among themselves for the $500.00 cash prize in the Grand Prize Class. We hope to be repaid for this increase in the prize list by securing even better pictures than we have had before.

No change is made in Class B, as the wide distribution of the prizes in that class from year to year seems to make such change unnecessary.

THE PICTURES THAT WIN.

First of all, these contests are not for the purpose of securing sample prints. They are for the purpose of securing illustrations to be used in our magazine advertising, for street car cards, for booklet covers and the like. We prefer photographs to paintings, not only because they are more real, but also because it seems particularly fit that photographs should be used in preference to drawings in advertising the photographic business. The successful pictures are those that suggest the pleasures that are to be derived from the use of the Kodak, or the simplicity of the Kodak system of photography — pictures around which the advertising man can write a simple and convincing story. Of course, the subject is an old one—therefore the more value in the picture that tells the old story in a new way. Originality, simplicity, interest, beauty—and with these good technique—are all qualities that appeal to the judges.

In last year's contest ten prizes were awarded. In addition to these ten prize pictures we purchased twenty-three of the less successful pictures for future use in our advertising. So it will be seen that in reality our prize money is even bigger than we advertise it to be.

To our mind there is a big future for the camera in the illustrative field. There's a growing use of photographs in magazine and book illustrations, to say nothing of the rapid advance along the same lines in advertising work. There's a constant demand for pictures that are full of human interest. Such are the pictures that we need—that others need. The Kodak Advertising Contests offer an opportunity for your entry into this growing field of photographic work.

EASTMAN KODAK CO.

TERMS.

1. Each picture is to contain a figure or figures and is to be suitable for use as an illustration in advertising the Kodak or the Kodak system of amateur photography.

2. Each print in the Grand Prize Class and Class "A" must be from a negative 5 x 7 or larger. Each print in Class "B" must be from a negative 4 x 5 or 3¼ x 5½ or larger.

3. **Prints only** are to be sent for competition—not negatives.

4. Prints must be mounted but not framed. (Mounts should show about one inch margin.)

5. No competitor will be awarded more than one prize. (This does not prevent a competitor from entering as many pictures as he may desire.)

6. Due and reasonable care will be taken of all non-winning prints, and, barring loss or accident, they will be returned to their owners at

our expense, but we assume no responsibility of loss or damage.

7. The negatives from which all prize winning prints are made are to become the property of the Eastman Kodak Company, and are to be received by it in good order before payment of prize money is made.

8. Contestants who are awarded prizes must also furnish to us the written consent of the subject (in case of a minor, the written consent of parent or guardian) to the use of the picture in such manner as we may see fit in our advertising, as per the following form:

. . . . . .

For value received, I hereby consent that the pictures taken of me by . . . . . , proofs of which are hereto attached, or any reproduction of the same, may be used by the Eastman Kodak Company or any of its associate companies for the purpose of illustration, advertising or publication in any manner.

. . . . . .

[Use this Form for a Minor.]

I hereby affirm that I am the Parent / Guardian of . . . . . and for value received, I hereby consent that the pictures taken of him / her by . . . . . , proofs of which are hereto attached, or any reproduction of the same, may be used by the Eastman Kodak Company or any of its associate companies for the purpose of illustration, advertising or publication in any manner.

. . . . . .

NOTE.—Blank forms will be furnished on application.

*9. All entries should be addressed to

EASTMAN KODAK CO.,
Advertising Department,
Rochester, N.Y.

10. In sending the pictures, mark the package plainly, "Kodak Advertising Contest," and in the lower left hand corner write your own name and address. Then write us a letter as follows:

I am sending you to-day by Express, Mail charges prepaid . . . . . prints. Please enter in your Kodak Advertising Competition. Class . . . . .

Yours truly,

Name . . . . . .

Address . . . . . .

* Entries from Canada should be sent to Canadian Kodak Co., Toronto, Canada.

11. The name and address of the competitor must be legibly written on a paper and enclosed in a sealed envelope in the same package in which the prints are forwarded. There is to be no writing on prints or mounts.

12. We will promptly acknowledge the receipt of pictures, and when awards are made, will send each competitor a list of prize winners.

13. Only recognized professional photographers conducting a studio will be allowed to compete in Class "A." Class "B" is open to all photographers not in above classification.

14. This contest will close October 1st, 1911, at Rochester, N.Y., and September 20th at Toronto, Canada.

THE PRIZES.

GRAND PRIZE CLASS.

Open only to Professional Photographers who have won prizes in professional class in previous Kodak Advertising Contests.

Negatives, 5 x 7 or larger.

Grand Prize, $500.00

CLASS A.

*For Professional Photographers only.**

Negatives, 5 x 7 or larger.

First Prize,	$500.00
Second Prize,	400.00
Third Prize,	250.00
Fourth Prize,	150.00
Fifth Prize,	100.00
	$1400.00

*Winners in 1907 and in Class A, 1908, 1909 and 1910, are not eligible.

CLASS B.

Amateurs only.

Negatives, 4 x 5 or 3¼ x 5½ or larger.

First Prize,	$300.00
Second Prize,	150.00
Third Prize,	75.00
Fourth Prize,	50.00
Fifth Prize,	25.00
	$600.00

SUGGESTIONS.

First of all, it should be remembered that these prizes are not offered for the sake of obtaining sample prints or negatives made with our goods. Merely pretty pictures, merely artistic pictures will not be considered. The pictures must in some way connect up with the Kodak idea—must show the pleasure that is to be derived from picture taking, or the simplicity of the Kodak system, or suggest the excellence of Kodak goods, must, in short, help to sell Kodak goods, by illustration of some one of the many points in their favor.

The jury will be instructed to award the prizes to those contestants whose pictures, all things considered, are best adapted to use in Kodak (or Brownie Camera) advertising.

As reproductions of the pictures will often be in small sizes, too much detail should not be introduced.

Pictures for reproduction should be snappy—vigorous, for they lose much by the half-tone process.

Where apparatus is introduced, it must be up-to-date. If you have not the goods, you can borrow.

It is highly probable that we shall want to secure some negatives aside from the prize winners. In such cases special arrangements will be made.

If you are interested, let us send you a copy of the Souvenir of 1910 contest which gives an idea of the kinds of pictures that we consider valuable from an advertising standpoint.

THE JUDGES.

The jury of award will consist of photographers and of advertising men who are fully competent to pass upon the work submitted. Full attention will be paid therefore to the artistic and technical merit of the work as well as to its strength from an advertising standpoint. Announcement of the names of the judges will be made later.

EASTMAN KODAK COMPANY.
Rochester, N.Y.

KODAK PORTRAIT ATTACHMENT.

FOR ANASTIGMAT LENSES.

We are now in position to supply the demand for Kodak Portrait Attachments for use with anastigmat lens when fitted to the No. 1A Special, No. 3 Folding, Nos. 3A, 3A Special and 4 Folding Pocket Kodaks.

As is the case when used with the ordinary rapid rectilinear

lenses, the attachment in no way affects the speed of the regular lens, simply enabling the user to obtain images at short distances. With the focusing scale set at six feet, with the Portrait Attachment, objects at 2 feet, 8 inches, are in sharp focus.

Give exact designation of instrument and shutter when ordering.

The Price is fifty cents—same as for the regular Portrait Attachment.

Discount to the trade, 25%.

VELVET GREEN.

Ever in search of new effects, the amateur will welcome most kindly the advent of Kodak Velvet Green—and Velvet Green will continue in his favor because he can produce uniformly good results, and this without having to master a new process.

While the effects produced by the straight printing-out papers appeal to the amateur, he is debarred in most instances from employing these papers, owing to lack of time during the hours when they may be printed.

With Velvet Green, he can produce effects heretofore only to be had with carbon, while the time required for exposure is materially less than that needed for the most rapid platinum papers.

As to manipulation, any amateur able to handle Velox can produce splendid results on Velvet Green, as the processes after exposure are identical.

With a negative of average density, the exposure by daylight will be about 20 seconds; a full development is recommended to produce the full brilliance of color and quality.

As Velvet Green is a slow developing-out paper, it must be afforded proper protection from the full daylight during manipulation.

The rich carbon green color of the print will be found most effective for all landscapes and marines, and in fact, for the majority of out-door amateur negatives, and the surface, a smooth semi-matte, brings out the detail fully.

Kodak Velvet Green is supplied in both single and double weight, and as post cards.

Price and discount same as Velox.

KODAK
Take a
KODAK
with you.
FOR ALL THE FUN OF WINTER SPORT IS DOUBLED WHEN YOU KODAK.
We carry a complete line of Kodaks, Brownie Cameras and Kodak Products.
RICHARD ROE & CO.
1001 TRIPOD AVENUE.
Double Column Cut No. 304A.
Single Column Cut No 304B.

TERMS FOR 1911.

With this circular you will receive a copy of the Kodak Terms of Sale for the current year. Few changes have been made from the Terms of 1910, but those that have been made are of considerable importance to the dealer. Some time ago we advised our customers that we had begun to manufacture Kodaks and Brownies in our own factory, and this announcement was soon followed by the announcement of increased discounts on some cameras. We are now pleased to advise that on and after January 16th, 1911, all Kodaks and Brownie Cameras will be billed at a uniform discount of 32%, with the exception of the No. 1 Kodak Enlarging Camera and Brownie Enlarging Cameras, on which the discount remains the same, viz., 25%. We also, at the same time, increase the discount on Premo Film Pack Adapters, Premo and Kodak Plate Holders to 30%, and will bill Kodak Combination Backs at 32%. These increased discounts are all in the interests of the dealer, the list prices remaining the same.

You are particularly requested to read over your copy of the 1911 Terms, so as to have a clear understanding in our business relations.

As each year goes by, we have less and less friction with our customers over these matters, and we are convinced that our method of doing buiness is the best for the retail dealer, the manufacturer, and the photographic industry at large.

Flash sheet time.

A SELLING HINT.

"I often get films to develop on which are portraits out of focus—being taken to close up. It struck me that, if this fact were brought before the user and the Kodak Portrait Attachment introduced, sales would follow. The greater part of my films go by mail, and when returning such films I have called customers' attention to the fault and introduced the Attachment, with the result that I have sold three in a fortnight."

The above letter recently received from a dealer proves that it is a very easy matter to sell Attachments if you only take the opportunity to introduce them in the right way.

As a matter of fact, the number of "close up" portrait studies made with Kodaks is nothing like it should be. The sale of an Attachment opens up a new branch of the hobby to the user; it means more enthusiasm, more work done, more film, paper, chemicals, etc., used, more profit for you all round —the sale of the Attachment is but the beginning.

KODAK EUROPEAN HEADQUARTERS.

On pages 8 and 9 we reproduce the drawing of the splendid new building now being erected on Kingsway, London, for Kodak, Limited.

This building, which is to be European headquarters for Kodak, will consist of six storeys and basement. The foundations, now practically complete, are of ferro-concrete, and the superstructure will be of steel with cement floors.

The building will be complete

and ready for occupancy the coming summer.

In commenting upon the new European headquarters the British Journal of Photography says in part:

"This, by the way, will be the fourth move of the Kodak Company. It is now a little more than twenty-five years since they began business in very humble premises in Soho Square. At the end of four years they moved to 115, Oxford Street, which is now the site of their senior branch shop. These somewhat narrow walls were quickly outgrown, and in 1898, they established themselves in their present head office at 57, 59 and 61, Clerkenwell Road. In their new building in Kingsway, the architect is providing for no less than 66,000 square feet of floor space. In view of the rapid growth of the company, however, it would not be at all surprising if further room were required within a few years, and to provide for that happy contingency an option has been secured on the plot of land, 50 feet in depth, immediately behind their new site—gound which is now occupied by a L. C. C. school.

"The large amount of capital which Kodak Limited has invested, not only in this new building, but also in their extensive factory at Harrow, Middlesex, is a substantial sign of the confidence which they have in the future of the photographic trade. This confidence will in itself be good for the trade as a whole. To have one of the largest and finest buildings on a busy thoroughfare like Kingsway devoted entirely to photographic goods is bound to stimulate public interest in the art and to create a number of new enthusiasts. That is, in the opinion of all, a highly desirable end."

FOR A BETTER DAY'S WORK.

A properly conducted amateur finishing department is a sure profit provider, and the more rapidly and economically you can turn out first class work, the greater the profit.

To enable your finishing department to turn out a better day's work is the mission of the Educational Department, and the best time to take advantage of its service is now, during your more quiet season.

The course includes every operation that pertains to amateur finishing, development, printing, enlarging, after manipulations, border masking, and all the finer points that make the work of the expert stand apart from that of the ordinary workman.

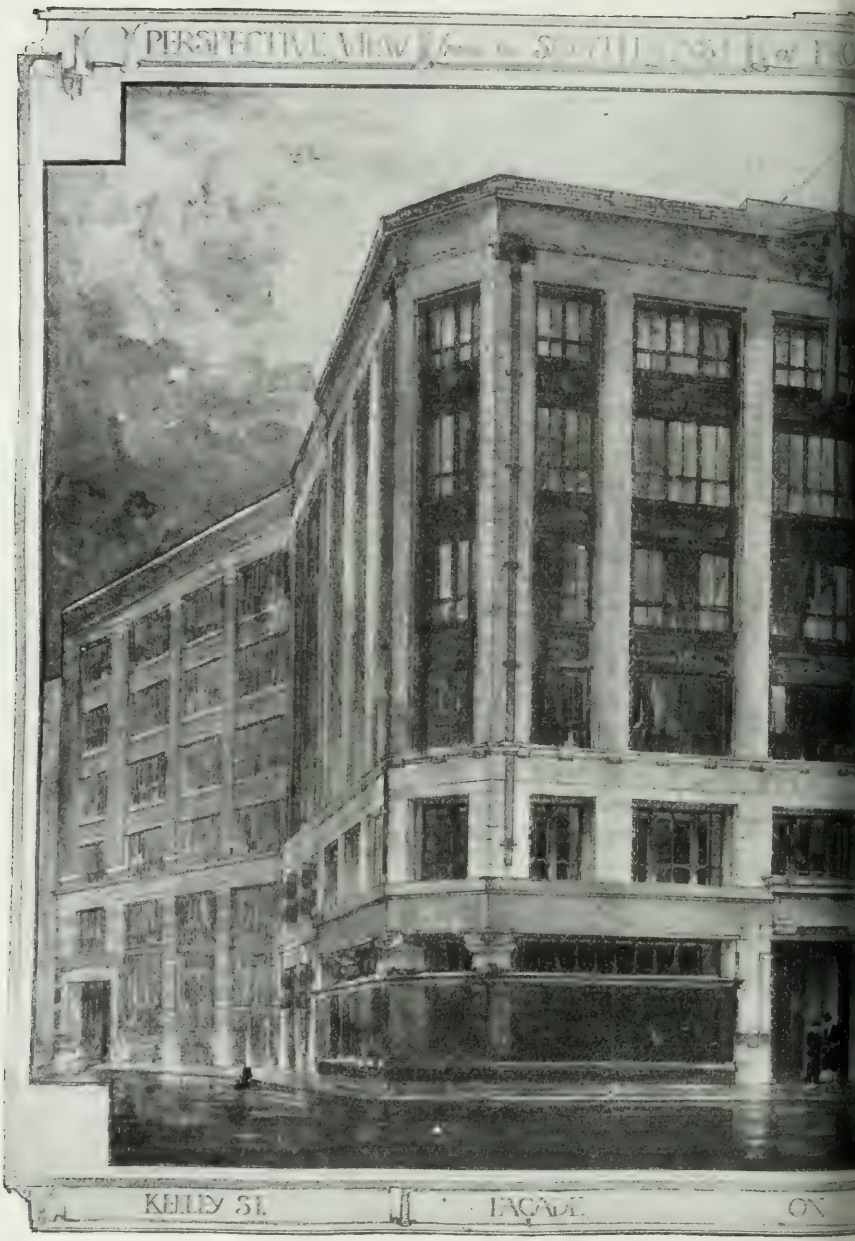
The full course or any part of it, together with all materials used, is at your service or that of any employee you may designate—gratis.

Write the Educational Department for particulars, and make your enrollment early.

For the dark days—

Zeiss-Kodak

Anastigmat *f* 6.3.



THE NEW EUROPEAN

AK HEADQUARTERS.

MORE TIME.

We said in the March Trade Circular, "Some of the people who develop films for the amateur trade have not been getting the results they should from Film Packs." "We have definitely located the trouble—and it's not in the goods."

The Film Pack films have the same emulsion as Kodak films, but it is specially treated to overcome scratching and therefore requires a special developer, (containing more carbonate) when developed by time and tank method. Investigation has shown that where the Premo Film Pack Tank has been used, either with the Flm Tank powders put out by us, or with the formula given in the directions which accompany the tank, the results are correct; also, that when the dark room method is used, even with the Kodak film formula, that Film Packs give satisfactory results, simply because the operator continues development until he gets the proper density, increased time making up for the lack of accelerator (carbonate) in his developer.

When there has been trouble it has been due to the development of Film Pack films by the Kodak formula without increasing the time of development.

The remedy is this: When you are developing Kodak films and Premo Film Pack films together, by means of the large tank system, the films going into the solution together, for the usual twenty minute development at 65° Fahr., allow the Premo Film Pack Films to remain in the solution for thirty minutes, and if your developer is right for twenty minutes development for Kodak films, it will be right for thirty minute development for Premo Film Pack films.

TEN CENTS WORTH OF TIME

explaining things to the beginner pays big interest on the investment—Start him RIGHT and he'll come back to you.

PUSH!

Zeiss-Kodak *f.* 6.3.

Portrait Attachments.

Flash Sheets.

Brownie Enlarging Cameras.

Velox Water Color Stamps.

Let your show window tell of the Kodak delights for the indoor days.

FIGURE BOTH WAYS.

Two old deep sea fishermen were housed up after the day's work, when Sandy, removing his pipe from his mouth, asked Jerry, "Were we gettin' a cent and a half a piece for herrin', how much would we get the dozen?" Extracting a stub of a pencil from his pocket Jerry commenced figuring on a piece of paper. After many uneasy movings about in his chair, and much figuring, he inquired, "How much were we gettin' apiece for them mackerel?" "'Twas herrin' I said, not mackerel," responded Sandy. "An' here I been figurin' in mackerel," said Jerry, disgustedly, tearing up his sheet of calculations.

Now that is just the trouble with some of us—we only figure in mackerel. Just because somebody once said it's always dull after Christmas, we settle down to hibernate instead of digging in harder than ever.

Dull days—nothing!

Flashlights, Kodak Portrait Attachments, Brownie Enlarging Cameras, and "At Home with the Kodak" to boost the game, every amateur in town should be busier than ever, and thanking you for showing them how much pleasure the Kodak way provides for the indoor days.

Just having the goods in stock won't do—nor a window jumbled full of hodgepodge. For special results you have got to specialize: here is a suggestion sent in by one of the "live ones." "Some time ago you had a portrait attachment advertisement in the magazines, showing a fleur-de-lis, taken with and without the portrait attachment. I cut this advertisement out, and placed it in a 6½ x 8½ printing frame, and it hangs near the door, where no one can miss it."

This same idea can be used for window display. Show the application of the goods—and the goods in your window. Spend a little time and thought in arranging your special displays—figure in herring as well as in mackerel, and the "dull season" will rapidly vanish.

The Little Camera for Little Folks will give lots of pleasure these "shut-in" days. It is so easy to use the

BROWNIE CAMERAS

$1.00 to $12.00.

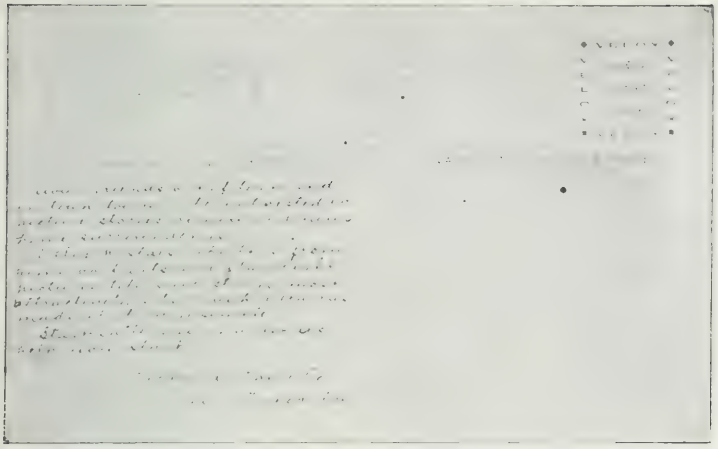
"At Home With the Kodak" is an illustrated booklet which will show father and mother or the children how to take good pictures indoors.

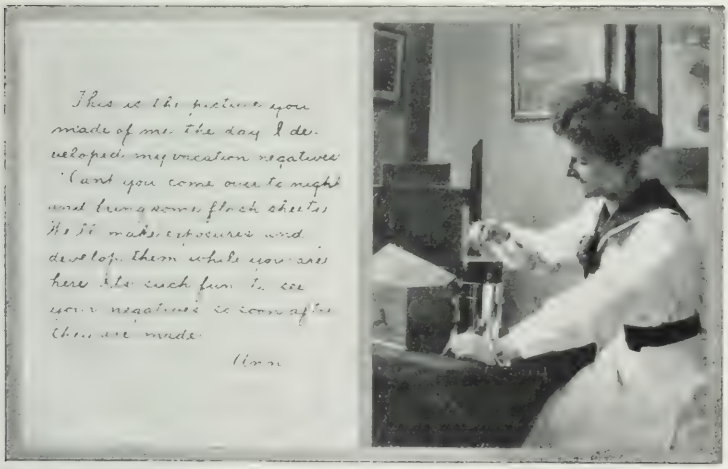
Ask us for a free copy.

RICHARD ROE & CO.

1001 TRIPOD AVENUE.

Double Column Cut No. 305 A.
Single Column Cut No. 305 B.




This is the picture you made of me the day I developed my vacation negatives
Can you come over tonight and bring some flash sheets? I'll make exposures and develop them while you are here. It's such fun to see your negatives as soon after they are made.

ANOTHER POST CARD PLAN.

Several seasons' tests have splendidly demonstrated the selling value of our Post Card Advertising Plan. Its success as a business bringer in the summer season fully warrants our again introducing it as a "stirrer up" for the winter days. With the bulk of our magazine advertising directed to the home side of Kodakery, and the strong argument contained in our new booklet, "At Home with the Kodak," these post cards mailed to an up to date list of prospective customers will produce results.

The card is one of the most attractive of the series, and will be sure to be read and kept by every recipient.

The illustrations herewith are fully self explanatory.

We are prepared to furnish these cards in lots of one thousand or more, printed as above, but with dealer's name and address in same hand as the text and occupying same space as "Richard Roe & So., 1001 Tripod Ave.," at $10.00 per thousand net. This price does not apply on lots of less than one thousand, but does apply on fractional lots where the total is for more than one thousand, as for instance 1250, 2700, etc. On lots of less than one thousand, there will be an extra charge of one dollar. No order entered for less than 400 cards ($5.00 net). As these cards cost us very much more than we are getting for them, we cannot furnish them in any different form than stipulated above. We cannot furnish them without the advertising at any price nor with any changes in the advertising (except insertion of fac-simile hand writing of dealer's name and address as explained above) at the price quoted. No changes of any description can be made on the picture side—changes on the address side, even where an extra charge is made, are to be subject to our approval—the point being, that as this is a Kodak advertising card that will be in quite general use, we must control it.

We have arranged for turning out these Kodak Advertising Post Cards in very large quantities, but being unable to anticipate the demand with certainty, can only agree to take care of orders on the "first come, first served" plan. If, and we hardly consider this probable, we have more orders than we can handle with reasonable promptness, we will confer with the dealer rather than take any chance of filling his order after it is too late for him to use the cards to good advantage.

With a good mailing list of the right kind of people as a foundation, there's no question about the effectiveness of this Post Card Advertising Plan. It has been tried out—is absolutely dignified. It will make business—How many, please?

NEW NAME—SAME GOODS.

What's in a name? Not much, perhaps, when it's just a name, but when the name stands for a product of merit, and you have spent a lot of good money making it known—that is a different proposition.

For trade mark reasons we have changed the name of that splendid developing agent "Enol" to Elon.

Enol has been a big success, all we claimed for it and more, as a perfect developing agent for use with Hydrochinon.

"Elon" is going to be equally successful, it is identically the same product of the reliable Eastman Tested Chemical variety, and we are going to give this change of name wide publicity in our January advertising.

Push Elon for use with Hydrochinon.

Every Christmas Kodak made a market for supplies — stock up.

CLEARING THE DEALERS' SHELVES.

At a recent meeting of advertising men, Mr. Winningham, of the Hudson Motor Car Co., said: "The manufacturer that bunks the dealer, bunks himself." "To advertise in the consumers' paper for once or twice to stock the dealer is another form of flimming. Advertising to make an impression on the trade is advertising only partly done. Advertising that clears the dealers' shelves is advertising well done."

Advertising for, not at, the dealer has always been the policy of this company. Advertising not only to create the demand, but follow up advertising to stimulate the public to the purchasing point —to clear the dealers' shelves.

And the Eastman advertising has always featured the dealer— "At the dealers" has always held a prominent place in our advertising.

"At Home with the Kodak," our latest booklet, is the sort of advertising that helps to clear the dealers' shelves. To sell more Kodaks and Brownies, to bring disused cameras back into use, to sell more of practically everything that goes to make up the amateur stock. This booklet has been advertised extensively in all of the leading publications and that it is producing the "for the dealer" effect is evidenced by the following extract from a letter from a Kodak dealer in a town of less than eight hundred population:

"Since the Ladies' Home Journal of December, 1910, containing the ad. of your booklet, 'At Home with the Kodak.' I have had twenty-five calls for the booklet.

The advertising that gets the people into your store is the kind that counts—the kind that helps to clear the shelves.

AND AGAIN.

It is the picture that tells the story.

Whatever the world event, whether of peace or war, after the first news, it is the picture or pictures that are eagerly awaited to confirm the inadequate word description. And telling the picture story of modern news events has in practically every case devolved upon the little rolls of Eastman N. C. Film.

In 1892, with Lieutenant Peary in the Arctic; in South Africa and in the Spanish American Wars; with Russia and Japan; with the hunters of big game in the tropics; with Commander Peary at the top of the world in 1908; and, with Walter Wellman in his thrilling attempt to cross to Europe by the air lanes, Eastman N. C.—the dependable film has perfectly recorded the picture story.

And in the lastest story of the frozen north, "A Tenderfoot with Peary," by George Borup, published by the Frederick A. Stokes Company, the illustrations receiving the highest praise were from negatives on Eastman N. C. Film.

Wherever adverse conditions demand absolute dependability in photographic equipment, there the Kodak goods are chosen.

For the Home Portrait Kodaker, the R.O.C. Tripod Truck.

KODAK

Gives Pleasure to All the Family.

"AT HOME WITH THE KODAK," a splendidly illustrated booklet explaining how to take good pictures of the family in the familiar home surroundings. Ask us for a free copy.

Richard Roe & Co.

Double Column Cut No. 306 A. Single Column Cut No. 306 B.

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VII., No. 9. TORONTO, CAN. FEBRUARY, 1911.

LENS KNOWLEDGE.

To simplify the intelligent use of Anastigmat equipment, we are now enclosing the following circular with every Kodak so equipped. We feel that it will be greatly to our mutual advantage if you and your employees will familiarize yourselves with its contents, and likewise, see to it that each purchaser of a Kodak fitted with Anastigmat equipment does likewise.

GET ACQUAINTED WITH YOUR LENS.

The user of any lens should familiarize himself with its limitations as well as with its capabilities. This is particularly true in the case of the Anastigmats, and we therefore ask that those who are not entirely familiar with photographic optics read the following brief explanation, that they may get the full benefit of the power of their lens and that, on the other hand, they do not ask of it the impossible. It should be borne in mind, however, that what we have to say here *is applicable only to lenses of from 5 to 8 1-4 inch focus*, such as are supplied on our hand cameras. These directions make no pretension to covering the entire field of photographic optics.

In comparing the work of one lens with another, you must, first of all, remember that such comparisons must be made with a stop opening of the same relative size (*f value*). In comparing the Anastigmat with the ordinary Rapid Rectilinear lens, do not expect as great depth of focus with your Anastigmat set at an opening of *f*.6.3 as your R. R. lens gives at its largest opening, *f*.8. The Anastigmat at *f*.8 will give as great depth of focus as will an R. R. of the same focal length with the same opening, while on the other hand, the R. R. will not work at all at *f*.6.3.

NOTE.—It should be borne in mind that the shorter the length of focus, the greater the depth of focus. This explains why very small cameras can have a "fixed focus" (immovable), while larger cameras are all made so that they can be focused.

WHAT DEPTH OF FOCUS MEANS.

Suppose, now, that you are using your Anastigmat at the full opening, *f*.6.3 and have set the focus at say 15 feet. An object 15 feet distant will be absolutely sharp, but objects 10 and 20 feet distant will not be. Stop your Anastigmat down to *f*.8 or *f*.11.3 and those objects each side of the exact point of focus will materially increase in sharpness. Go further and use stop *f*.22.6, or a still smaller stop, and everything from 10 feet on to infinity will be sharp. It will thus be seen that the smaller the stop, the greater the depth of focus, i. e., the greater the power of the lens to sharply define, at the same time, objects nearer the camera and further from the camera than the principal object in the picture, which, of course, is the object focused upon. But it is obvious that with the small stops the exposure must be correspondingly lengthened.

ANASTIGMAT SPEED.

Using a stop of *f*.8 or smaller, the advantage of the Anastigmat over the really excellent Rapid Rectilinear lenses furnished with our cameras is not marked, but there is an improvement in definition and in the correctness of lines. But let us suppose that we desire to photograph a rapidly moving object, or to take a picture on a cloudy day. What do we find? The *f* value of a lens denotes the relation of the opening in that lens to its focal length. Suppose, then, that we have a single achromatic lens of 5 inch focus, speed *f*.14, a Rapid Rectilinear lens of 5 inch focus, speed *f*.8, and an Anastigmat lens, speed *f*.6.3, of the same length of focus, 5 inches. How do they compare in speed? To reduce this to its simplest terms we will divide the focal length (five inches) in each case by the *f* value.

$$5 \div 14 = .357$$
$$5 \div 8 = .625$$
$$5 \div 6.3 = .793$$

It will thus be seen that in using the single lens the largest opening is $\frac{357}{1000}$ of an inch in diameter, with the R. R. lens $\frac{625}{1000}$ of an inch, and with the Anastigmat $\frac{793}{1000}$ of an inch. The amount of light admitted by a lens in a given time depends, of course, upon the area of the opening at that time being used in that lens. The amount of light admitted in a given time with these different lenses would, therefore, be in direct proportion to the square of their diameters. Here, then, omitting the fractions, is the result:

Single lens,	$.357 \times .357 = .137$
R. R. lens,	$.625 \times .625 = .390$
Anastigmat lens,	$.793 \times .793 = .625$

We thus find that the speed of the R. R. lens is nearly three times that of the single lens, and the speed of the Anastigmat is 61 per cent. greater than the speed of the R. R. lens. Therein lies the greatest Anastigmat advantage. But simply because it has this speed you don't always need to use it. The speed must be used with discretion, just as greater care is required in operating an automobile than in operating a bicycle.

Under conditions that would give you good results with an R. R. lens at *f*.11.3, use stop *f*.11.3 with your Anastigmat—don't use the largest opening for every occasion; use it only for emergency. Your greatest Anastigmat advantage lies in the fact that when the light is so poor that you cannot get a properly timed negative with your R. R. lens at its greatest opening, *f*.8, without resorting to a time exposure, you can open up your Anastigmat to its full opening and get a successful snapshot.

For the same reason, i. e., because the Anastigmat admits more light in a given time than does the R. R. lens, it is used in connection with high speed shutters for photographing rapidly moving objects. Even in bright sunlight the R. R. lens will not give sufficient illumination to make its use practical with the extremely high speed shutters when worked at their shortest exposures—but the Anastigmat, by reason of the large opening that can be used, enables you to take advantage of the high speed shutter.

SHUTTER SPEED AND LENS SPEED.

Strange as it may seem, there are some amateurs who do not understand the difference between a fast lens and a fast shutter, thinking, apparently, that because they have a fast lens they should catch all moving objects sharply, or because they have a fast shutter that their pictures should be fully timed. The reverse of this proposition is the truth. The fast shutter, by reason of shortening the exposure, cuts down the light and tends toward undertiming.* Remember that these speeds are always relative. Your Anastigmat opened to *f*.6.3 will not give as fully timed a negative in $\frac{1}{200}$ of a second as your R. R. lens will at *f*.8 in $\frac{1}{100}$ of a second. Your *f*.6.3 Anastigmat is 61 per cent. faster, not 100 per cent. faster, than the R. R. lens.

*This refers in particular to between-the-lens shutters. With a focal plane shutter, such as used in the Speed Kodaks and Graflex Cameras, other factors enter. Such shutters give more illumination of the plate in a given time than between-the-lens shutters—but, on the other hand, work many times faster when at full speed.

UNFAIR COMPARISONS.

We have had some complaints that the Anastigmats were not giving as fully timed negatives as they should in comparison with the R. R. lens which our customer had previously used. *In every case* we have found that the fault was not in the Anastigmat but in the old shutter with which the R. R. lens was used—such shutter having become dirty or through

the springs weakening or other cause, failing to work at its supposed speed. The result under such circumstances being that the old lens was getting the benefit of a much longer exposure than was intended, while the Compound shutter fitted to the Anastigmat was chopping off the light with greater accuracy.

TWO "STOP" SYSTEMS.

The user of an Anastigmat should bear in mind that there are two systems under which shutters are marked for stop openings and this must be reckoned with in making comparisons. Most shutters for R. R. lenses are marked on the Uniform System (abbreviated to U.S.), while the shutters for Anastigmats are marked by the *f* system. The *f* value of a stop is the proportion that the *diameter* of the lens bears to the focal length of the lens. For instance, *f*.8 means that the diameter of the opening in the lens is 1-8 of the focal length of the lens, etc. The Uniform System is based on the *areas* of the openings, each next higher number having half the area of the preceding number and therefore requiring twice the exposure. For instance: If $\frac{1}{100}$ of a second be correct for stop U. S. 4, then, with the same light conditions and stop U. S. 8, $\frac{1}{50}$, of a second would be required. However, the two systems are easily compared.

TABLE.

U. S. 4	*f*. 8
U. S. 8	*f*.11.3
U. S. 16	*f*.16
U. S. 32	*f*.22.6
U. S. 64	*f*.32
U. S. 128	*f*.45.2

There is no exact U. S. designation for *f*.6.3, but it is approximately U. S. 3.

A LAW OF OPTICS.

The larger the stop opening, the less depth of focus. This is not a rule covering any particular lens that we or anyone else exploits. It's as fixed as the course of the planets. With a large opening, depth of focus must be sacrificed. In this matter of opening, then, the difference between the R. R. and the Anastigmat is this: The Anastigmat will cut perfectly sharp on objects *at the focused distance*, over the entire picture with a large opening, admitting a large amount of light, thus requiring a relatively short exposure; but when this large opening is used, there is no great depth of focus. The R. R. lens will not cut the entire picture sharp with this large opening, even if correctly focused. With the smaller openings, as *f*.8, etc., the Anastigmat has the same depth of focus as the R. R. lens and gives sharper definition over the entire picture.

DEDUCTIONS.

It is perfectly evident then that it is best to use only a moderately large stop opening (say *f*.8 or *f*.11.3) even with an Anastigmat, and time accordingly when conditions will permit. However, when the light is dull and a snap shot is desired, the full opening may be used, or if it is desired to photograph rapidly moving objects in good light, the full opening may be used with a high speed of the shutter. It must not be expected, however, that with such full opening objects in the foreground, in the middle distance and at long distance can *all* be sharp. Set the scale for the correct focus on the principal object and that object will be sharp. *As a rule, your picture will be rather better for having the unimportant parts less sharply defined than the principal subject.*

The Anastigmat will do everything better than the R. R. It will do some things that the R. R. lens cannot do at all—but no lens has yet been invented or is likely to be that can combine extreme speed with depth of focus, except in very small sizes, or, in other words, except in lenses of very short focus. Even in these, the error, though not noticeable, is there—but that's another story.

KODAK
TESTED
CHEMICALS
are best for use with
KODAK
SENSITIZED
PRODUCTS.

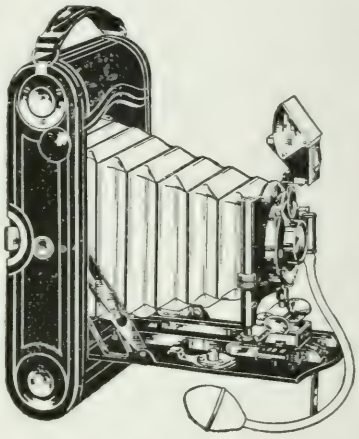
PREMOS TOO.

Of course we want you to sell Kodaks. Of course, also, you want to sell Kodaks. But the question is, "Can't you sell as many or more Kodaks and a total of very many more cameras if you also sell Premos?"

There are arguments in favor of each line of goods. Frankly we think the preponderance of argument is in favor of the Kodak line, but there are some features of the Premo line that will appeal strongly to many people. There is always an advantage in being able to show the customer that you have a full line. The customer feels that you are interested in him when you show him wherein the differences lie.

The Premo business is of more importance than many of you realize. The volume of the business is growing rapidly, the quality of the goods is being steadily and consistently improved. We are spending a liberal sum every year in Premo advertising—in fact, the Premo advertising appropriation is now larger than was the Kodak advertising appropriation only a few years back.

"Premo" has been known as one of the reliable names in photography for a score or more of years. It is being given a bigger and broader publicity at the present time than ever before—the business is growing rapidly. There's business in Premo for you that need not mean less Kodak business but more *photographic business*. With Premo added to your Kodak and Brownie line you have not only *the* cartridge cameras, but *the* film pack line, the *only* film packs and the best known plate cameras of this or any other country. Make yourself strong with your customers by putting yourself in a position where you can serve them well, whatever their individual preferences may be.



There is no long winter for those who

KODAK

The snow transforms familiar spots so that new beauties await your Kodak. The Kodak way is the easy way in photography. We have a full line of Kodaks and Kodak supplies.

RICHARD ROE & CO.

Single Column 207 H.
Double Column 207 G.

FIRST IMPRESSIONS.

An old stock house man remarked that every retail salesman could recall instances when good, steady customers were made by correct sizing up at the time of their first visit to the store. He related one instance of a wealthy amateur who came past several other stock houses to trade with him, and who after a year or so informed him just why he had selected his particular stock house. The first time I came in here, he said, I wanted an ounce or so of various chemicals, and you put them in glass stopped bottles for me instead of mussy paper sacks, and you had the good sense to charge me for the bottles as well.

The stock house man had simply sized him up right, as he was faultlessly attired to the point of fastidiousness, and in his conversation evidenced that he knew more than a little about photography, so he made a mental note "this man wants his goods served Waldorf Astoria style."

Another time a fussy little maiden lady brought in some wretched portrait negatives for printing; the printer never lived that could make good prints from them. Along with the negatives she brought out an expensive anastigmat lens and shutter, and wished to have the use of the stops explained. Glancing past her to the door the salesman observed a carriage and footman waiting, so he took a long chance and told her that her portrait negatives were hopeless, but that he thought he could give her some pointers that would help her in her next efforts.

As a result she obtained some pretty good negatives, prints from which she showed everyone as her own work. Mr. Stockman could afford it, as thereafter she was a steady customer for many years to the tune of a hundred dollars or more every month.

It pays to size up and humor our customers, sometimes you only develop an expensive nuisance, but more often you make a firm friend and most profitable customer.

AZO PRICE CHANGE.

Please note the change in price of the following sizes of Azo:

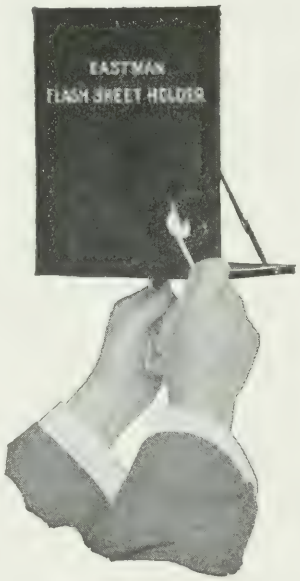
		SINGLE WEIGHT	DOUBLE WEIGHT
$3\frac{7}{8}$ x $5\frac{7}{8}$	per gross,	$1.00	$1.25
4 x 6	per gross,	1.00	1.25

THE
Educational
Department
can help
YOUR
Finishing
Department

NOW is one of the best times to take the course.

Write for particulars.

Winter Time IS Flashlight Time



Add the indoor pictures of the family to your Kodak collection. We carry Eastman flash sheets, Eastman flash sheet holders and all the Kodak supplies that make home photography so easy.

Ask us for "By Flashlight," a helpful booklet well illustrated.

Richard Roe & Co.

STIR THINGS UP!

Take advantage of the

POST CARD PLAN

announced in the

JANUARY TRADE CIRCULAR

A FULLY TESTED BUSINESS BRINGER.

Eastman Flash Sheets, Kodak Portrait Attachments, Brownie Enlarging Cameras, help to keep the amateur using material during the in-door days.

LARGE PICTURES

FROM YOUR

Small Negatives

WITH THE

BROWNIE ENLARGING CAMERA

Pictures from 5 x 7 inches up to as large as 8 x 10 easily made on Velox with a Brownie Enlarging Camera.

PRICES, $2.00 to $4.00.

RICHARD ROE & CO.

Double Column Cut 227 A.

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VII., No. 11. TORONTO, CAN. MARCH, 1911.

(Article below reprinted from Trade Circular of Eastman Kodak Co.)

Injunction Granted.

COURTS RESTRAIN GENNERT FROM IMITATION OF KODAK PACKAGE.

"If the just as good" goods were really "just as good" people would buy them for their own sake—it would not be necessary to imitate the package of the genuine Kodak goods.

Suit has been begun by us in the Supreme Court asking for a permanent injunction to restrain Maurice Gottlieb Gennert and others, of New York, and the Dake Drug Company, of Rochester, from selling or offering for sale photographic acid fixing powder put up in packages which are a close imitation of the Kodak Acid Fixing Powder which is so well and favorably known to the trade.

Pending the trial of this action Justice Nathaniel Foote has granted a temporary injunction forbidding the defendants from selling the commodity in question until the case has been finally decided and an order to that effect has been entered in the office of the County Clerk of Monroe County.

On the memorandum accompanying his decision, Justice Foote said:

"After plaintiff had put its acid fixing powder upon the market and introduced it generally to the trade in a carton, specially designed for its use, defendants Gennert (who had previously for many years sold acid fixing powder) changed the form of their carton and adopted and are now using a form so nearly resembling that of the plaintiff, as to be calculated to mislead or deceive intending purchasers into accepting defendants' packages as one put out by plaintiff. The moving affidavits show that druggists and dealers who have been furnished by defendants Gennert with their packages of acid fixing powder have, in numerous cases, handed them out to customers in response to their request for plaintiff's acid fixing powder, and the appearance of the two packages is so similar that druggists and dealers generally handling these goods can readily deceive and mislead purchasers in this way, if so disposed."

"On comparing the two cartons with each other, I am strongly impressed with the conviction that the person who prepared the new

carton for the defendants Gennert must have had before him one of plaintiff's cartons, with a view to making the carton so closely resemble that of the plaintiff in its general appearance and in certain details which intending purchasers would be likely to take notice of, as that it could be successfully used by retail dealers generally to supply purchasers applying to purchase plaintiff's goods, where there was a motive so to do, on the theory that the average purchaser would not observe that the package was not plaintiff's package.

"No satisfactory explanation is contained in defendants' papers to account for the change defendants have made in the form and appearance of their carton, to rebut the inference which is otherwise reasonably certain that it was made to facilitate deceiving purchasers by the retail dealers, through whom defendants sell to the public."

"The case made seems to entitle plaintiff to a preliminary injunction restraining the defendants Gennert, during the pendency of this action, from selling or otherwise putting out or using cartons for acid fixing powder such as they are now putting out, substantially as asked in the notice of motion."

We feel that in the case of this package we stand on firm ground and we shall follow the matter to the end. We have spent millions of dollars in advertising Kodak products and we do not propose to lose the benefit of that advertising by permitting the use of our trade-marks or imitations of our packages by either manufacturers or dealers. The Dake Drug Company, the co-defendants with the Gennerts in this case, are, by the way, regular Kodak dealers, which fact we did not allow to stand in our way in taking this action.

Our advertising of our wares and trade-marks is done to help our business to be sure, but to help it through the legitimate channel —the dealer. We send hundreds of thousands of people into the dealers' stores every year. They have gone there because they have faith in the name "Kodak." The recommendations of a friend, their own experience, or our advertising or the combination of all three makes them inquire for this or that Kodak product. The dealer who substitutes something else is unfair to the customer, unjust to us and is undoing his own future business. Such action does not pay.

We have done much to build up the reputation of "Kodak." We are going to continue that work—and we are going to protect that word. This suit is one of the ways. Another way is by educating the people to more fully understand that "If it isn't an Eastman, it isn't a Kodak," and the advertisement on page 7 will show you what we are doing along that line. That advertisement is right now appearing in all the leading weeklies in a double column 7 inch space and during the year it will appear in full pages in all of the leading magazines. Then it will appear some more—and then again.

You, Mr. Dealer, as a Kodak dealer, can help yourself by joining us in this publicity, by using the line: "If it isn't an Eastman, it isn't a Kodak" in your own publicity and spreading in every way the trade-mark truth as to just what "Kodak" stands for. Then let people know that you sell the genuine Kodak goods—not imitations.

EASTMAN NON-BREAK TRAYS.

Here is an inexpensive tray that you can offer to your trade with full confidence. The Eastman Non-Break Trays are light, strong and more than ordinarily durable. They resemble in appearance the old style papier mache tray, but are vastly different in structure, in that they are not built up in layers, but are hydraulically pressed from one solid mass. Chemical and acid proof.

The Price.

Photographic Size	Actual Size	List Price
4 x 5	4¼ x 5¼	$0.20
5 x 8	5¼ x 8¼	.30
8 x 10	8½ x 10½	.75

Discount - - - - - - 50
In gross lots assorted - 50% and 10%
Ready for shipment about April 1st.

NEW AZO—SEMI-GLOSS, NATURAL WHITE.—E.

There's a new grade of Azo with qualities that will make it a distinct success. In surface it is a semi-gloss, same as Grade D, but without the slight pense cast of the Grade D—the color, if you can call it a color, is what printers term "Natural White." The emulsion is one of such latitude that it may be used with a wide range of negatives, and will be made in one speed or contrast only.

This new product has to recommend it: first, uniformity; second, excellent keeping quality; third, less likelihood of abrasion. In addition to excellent keeping quality, the contrast will not increase or decrease with age.

Consumers should be urged to note the special instructions given for manipulation of Azo E and particularly that no Potassium Iodide should be used in a developing bath for Azo E. The packages will bear a sticker reading: "This paper requires 45 seconds development. Use no Potassium Iodide."

Furnished in Single and Double Weight and Post Cards—prices same as other grades of Azo.

NEW PACKAGES.

Crystal Pyro.

For the convenience of the increasing number of those who use C.K. tested chemicals, we have decided to put on the market a 4-ounce bottle of Eastman Permanent Crystal Pyro—the Pyro that stays where you put it. Push the chemicals that are tested by the people on whose products you use the chemicals. Discount 30%, as on the other packages.

Kodak Acid Hypo—In case lots.

Heretofore the minimum quantity of the above chemical which would entitle a dealer to maximum discount was—

72 - 1 lbs.
144 - ½ lbs., or
144 - ¼ lbs.

A few of our customers found these quantities a little large, so, in future, orders for

36 - 1 lb. pkgs.,
72 - ½ lbs., or
72 - ¼ lbs.

will be billed at discount of 40%, and should a dealer, in addition to a case of any size, order

18 - 1 lb. pkgs.,
36 - ½ lbs., or
36 - ¼ lbs.

this extra quantity will be billed at the same discount as the case, viz., 40%.

ANOTHER HELP.

Pictorial Posters for Your Local Advertising.

The fullest possible co-operation between manufacturer and dealer is necessary if the utmost possible good is to be derived from an advertising appropriation.

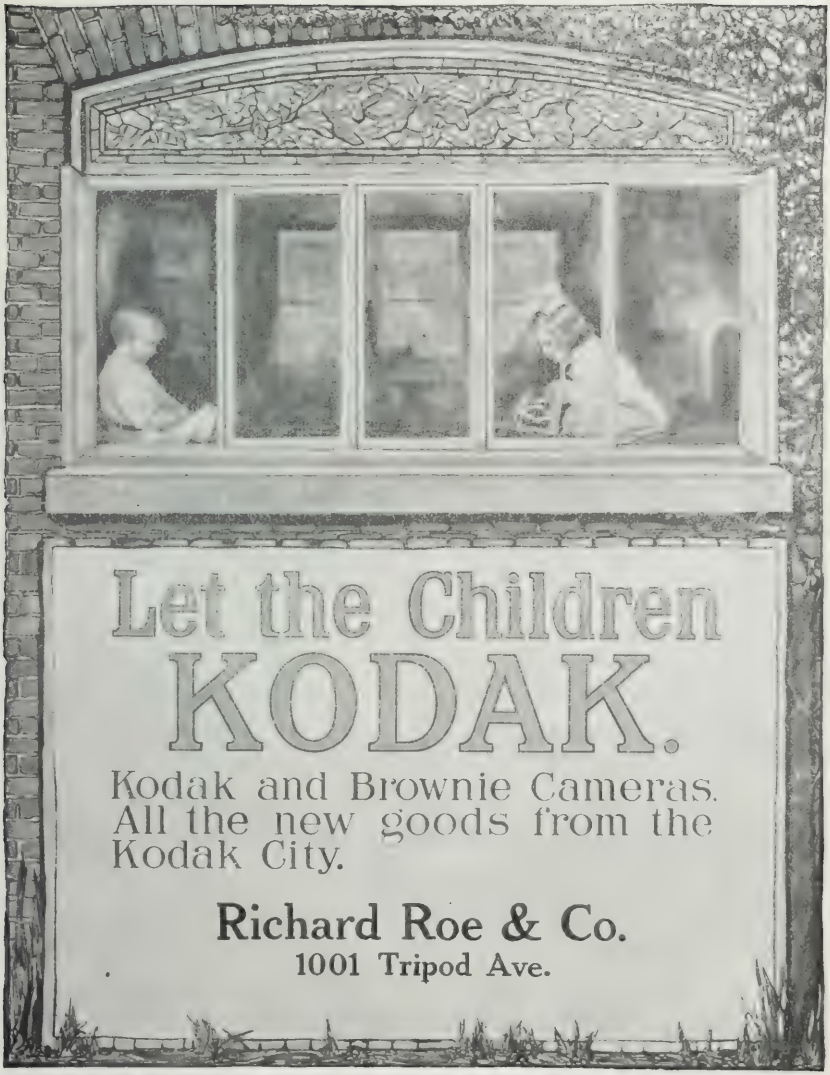
Our extensive magazine work would help your Kodak business, even if we stopped right there. Our furnishing of imprinted booklets and permanent signs and temporary show cards is along the lines that very many other manufacturers follow in pushing their goods —although we believe there are few, if any, who furnish such aids, in as good quality and as liberal quantities. Our picture displays, our street car cards, free cut service, our post cards at less than cost, and our monthly advertising suggestions are unusual helps. There are some manufacturers that give their dealers some of these helps, none we believe, that give all of them.

Now we offer a new help—high grade posters. Careful investigation has led us to the belief that there are many dealers who can profitably use attractive pictorial posters to good advantage in pushing the Kodak line. It is obvious, however, that no dealer could afford to get up such posters for his own use because the cost would be prohibitive on the number that he could use. Therefore, under certain reasonable conditions, we offer these posters, without charge to those dealers who will have them properly put up. On page 5 we reproduce the first of these posters. It is what is known as an "eight sheet," measuring approximately seven feet wide, by nine and a half feet high and will be done in eight colors. The space left for the dealer's name is amply large and the whole effect is high class, yet striking. We shall have another poster shortly, and if the trade takes kindly to this idea we shall no doubt get out new designs each season.

CONDITIONS.

It is obvious that no two dealers in the same small city (or in the same section of a large city) would care to use the same poster. In filling orders for posters, we shall, therefore, give the preference to the first dealer who applies from each city, but will not furnish him more than one kind of poster until we are satisfied that the other dealers in his town are not interested.* When there is only one dealer in a city who uses the posters, he may have both of the designs we now have under way and such new ones as we may from time to time bring out.

These posters are a standard size. They will be properly imprinted and shipped, charges prepaid, direct to your local bill posting concern. They are too expensive to be used in any way, except upon regularly maintained bill boards and should be put up only by those who understand the business. In ordering, be sure to tell us how many "stands" you have contracted for and for how long a period the particular poster that you order is to be run, that we may send the proper amount of "paper" to provide for reasonable renewals. We particularly request that you order only as many as you require, as these posters are



For YOUR Local Advertising, (see page 4.)

too expensive to waste. Before ordering, you should call in your local bill poster and talk over with him the matter of locations, the number of "stands" required to cover the particular city or section of a city that you want to cover and decide upon the length of time that you want to maintain this poster. When these details have been arranged send instructions to us. The poster which we reproduce here is now in process and we fully expect to be able to make deliveries early in April.

Remember—This is the information we must have:

The number of stands.

The length of time that this poster is to be maintained.

The name of the bill poster.

The manner in which you want your name and address to appear in space 20 inches high by 3½ feet long.

We reserve the right in case of two orders received from two dealers in the same city, to give the preference to the one agreeing to give the best representative showing. If for instance there are 100 good 8 sheet stands in a certain city and one dealer offers to maintain 25 stands and another dealer 100, we would naturally furnish the posters to the latter.

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* In a very few large cities it is possible that two or more dealers in widely separated localities might use the same poster to advantage. If, however, any such questions come up, they will be gone into carefully in detail and a full understanding arrived at.

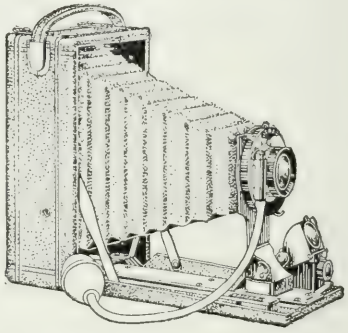
The first time you're in our neighborhood, step in and let us show you a

PREMO CAMERA

We know you'll be delighted with its light weight and compactness, and we want especially to show you how easy it is to load and operate a Premo.

They come in all sizes, at prices from $2.00 to $200.00.

JOHN DOE & CO.
1234 PREMO ST.



Cut No. 301.

Velox Transparent Water Color Stamps —easy to use—easy to sell.

Stock them.

"KODAK"

Is our Registered and common-law Trade-Mark and cannot be rightfully applied except to goods of our manufacture, or those of the Eastman Kodak Co.

If a dealer tries to sell you a camera or films, or other goods not of our manufacture, under the Kodak name, you may be sure that he has an inferior article that he is trying to market on the Kodak reputation.

If it isn't an Eastman, it isn't a Kodak.

CANADIAN KODAK Co., Limited
TORONTO, CANADA

NEW BUSINESS.

Your display window is one of the most important parts of your establishment—it is your card of introduction to the public.

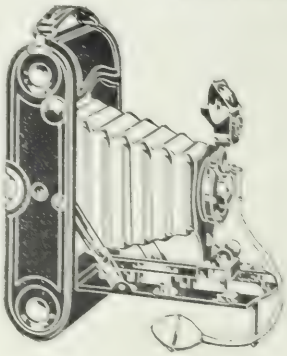
Some dealers fall short in that they utilize their windows only to announce the fact that they are dealers in photographic supplies, and do not plan their display to create new business.

Put yourself in the other fellow's place for a few moments. Suppose you glanced in a show window filled with an assortment of small electric or water motors. They might be neatly designed, well nickeled and decorated, yet if you were not directly interested in motors,—one glance, and you passed on. Now, supposing Mr. Motor Dealer has had planned a display showing the utility of these motors, how your wife could at small cost run her sewing machine or polish her silverware, how you could run a small lathe or grinder, or make some practical use of these goods either in your home or business, you would at least give the display more than a glance, and the dealer would have a grip on your attention and possibly on some of your dollars, where the ordinary display would have failed utterly.

Plan your displays to create new business, to show those who are not Kodakers how much enjoyment they are missing; call their attention to lightness and compactness of the Kodaks, how simple they are to handle, and the fine results they can produce.

It is true that these displays call for an expenditure of time and thought, but this extra energy is well spent, as it is one of the very best ways to produce new business, and the only way to make your window earn the value of the space it occupies.

If it isn't an Eastman,
It isn't a Kodak.



At Home with the KODAK

A KODAK HISTORY of the home folks is easy to make. There is a lot of fun in taking the pictures and they grow priceless as the years bring changes.

Richard Roe & Co.
1001 Tripod Avenue.

Single Column 203B. Double Column 203A.

Push C. K. Tested Chemicals — best for your Customers and best for you.

MAKING A CUSTOMER.

"I want to buy a camera and have twenty-five dollars to invest —what have you got for me?" Sleepily turning from the customer to the shelves the salesman (?) pulled down a shopworn camera of ancient vintage, placed it on the counter unopened and remarked, "How will that do?" "But I want a new, up-to-date camera, can't you show me something else?" responded the customer. "Maybe so," was the response, accompanied by an apparently unwilling turn to the stock shelves, and the depositing in front of the applicant of a box camera retailing at about ten dollars. "How's that?" accompanied by a yawn and an indifferent glance. The customer, with a curt "Good day," turned and left the store.

Entering another store, a few blocks away, he made the same announcement that he wanted a camera and had twenty-five dollars to spend. This time he struck a live one. This was a good while ago in the hey-day of the plate camera and in just about ten seconds this salesman had a shiny new box, with bellows extended, in the customer's hand, and was talking the merits of that particular line, full speed.

Did he land that twenty-five?—You can rest assured that he did, and the customer left the store with the parting invitation to "bring in your exposures and let's see how they turn out."

For ten years, as long as that clerk was in that store, this customer would deal with no one else, and having meanwhile developed into the official photographer for one of the largest railroad systems in the country, was a customer worth while. And this is a true story.

LAST CALL.

Take advantage of the EDUCATIONAL DEPARTMENT NOW!

before the spring rush is on.

A practical help to greater developing and printing profits.

No charge for tuition or materials used.

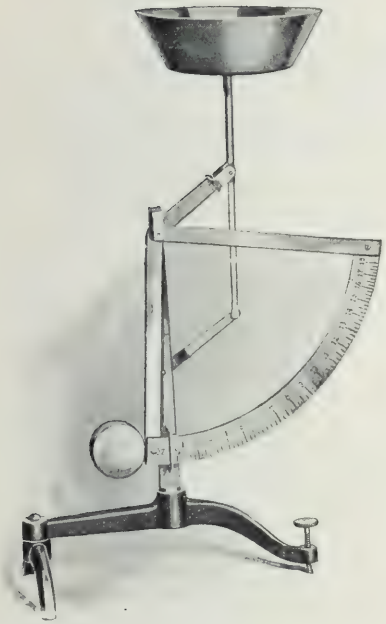
GROWING.

In the January Trade Circular we reproduced the drawing of the splendid new building being erected on Kingsway, London, for Kodak Limited. The illustration herewith, from a photograph taken February 9th, shows the rapid progress being made on this important addition to London's commercial architecture.

The new Kodak headquarters is receiving much attention from the British photographic press, and in a special article to Photography, the writer goes on to say:

"Those who are old readers of Photography may remember that, in what is now the distant past, we gave some account of the wonderful way in which business organization had been carried out at the headquarters of the Kodak Company, both in huge factories where Kodak products are made and in the warehouses through which they are distributed. A modern warehouse is much more than a building in which goods are deposited; it is an important and often a most elaborate machine for distributing them economically. This aspect was never brought so forcibly to our minds as when we had an opportunity recently of going in detail through the plans of the great building now erecting in Kingsway, which is to form the centre of the European side of the Kodak business.

In a business of the colossal size of this one, both simplicity and comprehensiveness are essential. These important details of administration, which, if they will not in themselves make a business, can, if defective, easily mar it, have always had the closest attention in the Kodak Company, and reached their highest development in the great building which has been specially designed throughout for their performance."



THE DEPOSE SCALE.

This scale is designed and fills fully the need of those desiring a simple, accurate and inexpensive scale for the compounding of photographic formulas. There are no loose weights to be looked after, the scale markings are accurate, and the pan is removable. Fold compactly when not in use. The No. 1 has a weighing capacity of 16 drams; the No. 2, 18 ounces.

Each scale neatly packed in carton.

The Price.

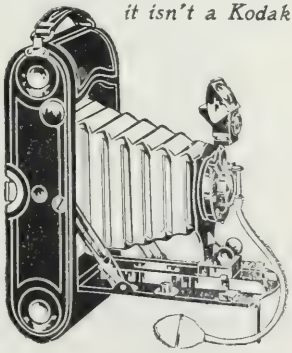
Deposé Scale, No. 1	$ .40
Deposé Scale, No. 2	1.25

Discount to the trade, 33⅓%.
Lots of 1 dozen assorted, 40%.
Lots of 1 gross assorted, 40 and 10.
Ready for shipment about April 1st.

FRESH SUPPLY OF DISPLAY CARDS.

We are now sending a number of display cards to our dealers and by the end of a few weeks each of our customers will have received his supply. These cards are not new in every case, but they are clean and will certainly help to make attractive displays. Of course, you will get the new 1911 cards, etc., a little later on, as in the past, but in the meantime make the most of the cards now sent to boost your Kodak business.

If it isn't an Eastman
it isn't a Kodak.



The best recreation is

KODAK

The easy, all by daylight way of picture making with the bother left out.

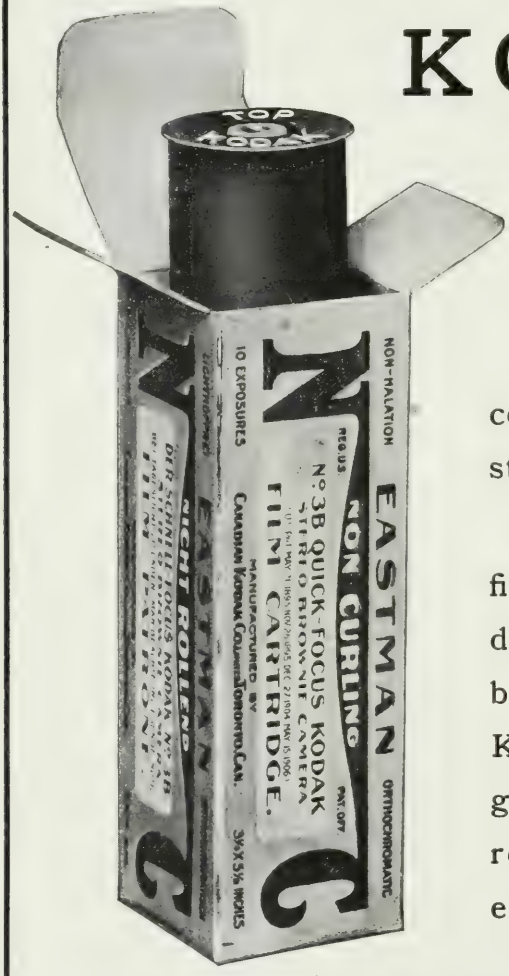
We carry a complete line of Kodaks and Kodak goods.

Ask us for a copy of the Kodak catalogue.

Richard Roe & Co.

No. 203 H Single Col.
No. 203 G Double Col.

When a Kodak is entrusted to us for loading, we invariably load it with the DEPENDABLE FILM.



KODAK

NC NON-CURLING

Substitution is not countenanced in our store.

When you send your films to our finishing department we do the best work, use the best Kodak materials, and give the best possible results from every exposure.

RICHARD ROE & CO.

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VII., No. 12. TORONTO, CAN. APRIL, 1911.

ABOUT ONE LIVE WIRE.

There is a small town in Saskatchewan, the name of which we shall not mention, with a population of less than 800 people. The merchant who handles Kodak goods in that town is a live wire, one of the kind we have tried to describe in several articles in this circular.

He finds that it pays to keep track of those who own Kodaks, and also prospective customers, and in following out this plan he keeps a book in which he enters the name of every one owning a Kodak in his locality, and also has a list of prospective owners of Kodaks. Whenever there is anything new in the Kodak line, or any improvement announced, he writes a letter to those who already own Kodaks, bringing the new stuff to their attention, and he persistently and consistently keeps trying to interest the prospectives in Kodaks.

This man uses quite a bunch of advertising matter, which we send him free of charge, and there is no question in his mind but that it has paid him to do so, for his account with us for 1910 at wholesale prices figures out to about $2.00 for each member of the population.

Yes! There is something after all in pushing the business, and, as one of our salesmen says, "If all our dealers went after business in the same way we would have to build another addition to our factory."

How would this work out on **your** business?

NEW PRICES.

Kodak Acid Hypo.—The announcement in last Trade Circular of reduction in the additional quantities of the several sizes, which, if ordered with a case lot of any size, would entitle dealer to case discount—40%—should have read as follows: 12 1-lb. packages, or 24 ½-lb. packages or 24 ¼-lb. packages. Kodak Acid Hypo is guaranteed to be the best fixer for the films, papers and plates we manufacture, and comes up to the standard of the "Kodak Tested Chemical" family. We are interested in the results obtained from our films, plates and papers, so, incidentally almost, put out a fixer of the highest quality.

Round's Print Washer.—We are turning out this handy device from our own factory, and consequently have been able to reduce the price from $13.50 to $10.00—discount 33 1/3%.

SUPERIOR POSTERS.

In his very comprehensive book on Poster Advertising, G. H. E. Hawkins, advertising manager of the N. K. Fairbanks Co., and originator of the famous Gold Dust Twins, says: "Bill-posting is a logical and splendid medium for the local advertiser, and the baker, the butcher, the candlestick maker can use it with equal facility and advantage.

"Posting can be used by the local merchant as the one and only medium, or as a supplement to his newspaper or street-car announcements. Its use has in the past been largely confined to the latter, but this has been chiefly because of the high cost of posters in the small quantities needed for local work."

That's where the advantage of our offer comes in. We furnish you with posters at no charge at all, that in lots of, say one hundred, would cost you $5.00 each at the very least calculation, to say nothing of the cost of the design.

These posters, the one shown last month and the one shown herein, are in one sense no more striking than the average successful poster. That is, they are not extravagantly and garishly colored. But they are unusually attractive from an artistic standpoint and are printed in double the usual number of colors in order that the coloring may be correct, not merely astonishing. We have purposely worked on this plan because the kind of people who will buy Kodaks is the kind that you can appeal to with a refined and artistic poster, rather than with one that screams. These Kodak posters are going to attract comment because they are different from the run of "paper" that ordinarily fills the bill boards. One of them tells the story of "Let the Children Kodak" and the other one, that older, but none the less important story of "Take a Kodak with You." In each case there is ample room for your imprint—more, we find upon investigation, than is ordinarily provided by other manufacturers who furnish posters for their dealers.

These posters are furnished without charge upon the terms given in the March Trade Circular. We advise that you look promptly into this matter, as it is sometimes hard to get space on the bill boards, just when you want it.

SPRING BUNCOMBE.

It's April. The Bullfrog is putting up his annual bluff. He crawls out on a mossy stone and bellows defiance at the whole world and promptly dives underneath the green spume on the pond as the small boy approaches with a pebble in his hand.

It's April. The sun tempts us out in summer garb and presently hides behind a cloud from which a flurry of rain and snow descends and drives us home with incipient pneumonia.

It's April. The Spasmodic advertiser sends out huge circulars telling what he is going to do for the trade. He even buys some real magazine space and spends more money calling the attention of the dealers to the advertising than he spends in telling the public about his goods. Then he makes special cut rate offers on developing and printing, to take the business away from his dealers, after he has stocked their shelves with his goods.

It's buncombe time.

Another 8 color poster for your local advertising.

See page 2

EASTMAN PRINTING MASK.

As a convenience for the dealers in making up an assortment for a customer, we will hereafter supply these masks singly, according to the following list:

NO.	OUTSIDE DIMENSIONS	SIZE OF OPENING	FOR	PRICE EACH
1	4x5	1½x2⅜	O F. P. K. O Graphic negatives,	.06
2	4x5	2 1/16x2 1/16	1 Brownie negative,	.06
3	4x5	2 1/16x3 1/16	1 F. P. K., No. 2 Brownie, 2¼x3¼ film pack negatives,	.06
4	4x5	2⅜x4 1/16	1A F. P. K., 1A Graflex, 1A Speed negatives,	.06
5	4x5	3⅛x3⅛	No. 2 Bulls-Eye negatives,	.06
6	4x5	2 13/16x3 13/16	3 F. P. K., 3¼ x 4¼ Film Pack negatives,	.06
7	4x5	3 1/16x4 1/16	No. 3 Folding Brownie 3¼x4¼ dry plate, negatives,	.06
8	5x7	3⅛x5⅜	3A. F. P. K., 3A Graflex negatives,	.10
9	5x7	3 13/16x4 13/16	4 F. P. K., 4x5 dry plate negatives,	.10
10	5x7	4⅛x6 5/16	4A F. P. K., 4A Speed negatives,	.10
11	5x7	2⅞x5⅛	3¼ x 5½ Film Pack negatives,	.10
12	5x7	3½x4½	4 x 5 Film Pack negatives,	.10
13	6½x8½	4½x6½	5 x 7 Film Pack negatives,	.15
14	6½x8½	4¾x6¾	5 x 7 dry plate negatives,	.15
A	5x 7	2 x2½		.10
B	5x 7	2¼x4½		.10
C	5x 7	3 x5¼		.10
D	5x 7	3⅝x5¼		.10
E	8x10	3⅝x5¼		.20
F	8x10	3¾x5¾		.20
G	8x10	4¾x6¾		.20
H	8x10	5¾x7¾		.20
K	11x14	4¾x6¾		.30
L	11x14	5¾x7¾		.30
M	11x14	6¼x8¼		.30
N	11x14	6¾x8¾		.30
O	11x14	7¾x9¾		.30

Each mask packed in separate enclosure.

Order by number.

Discount to the trade, 33 1/3 %.

NEW PRICES ON TRAYS.

Celluloid. — Hereafter these trays will be billed to dealers at a discount of 40 and 10% from list prices, shown on page 63 of our 1910 Condensed List.

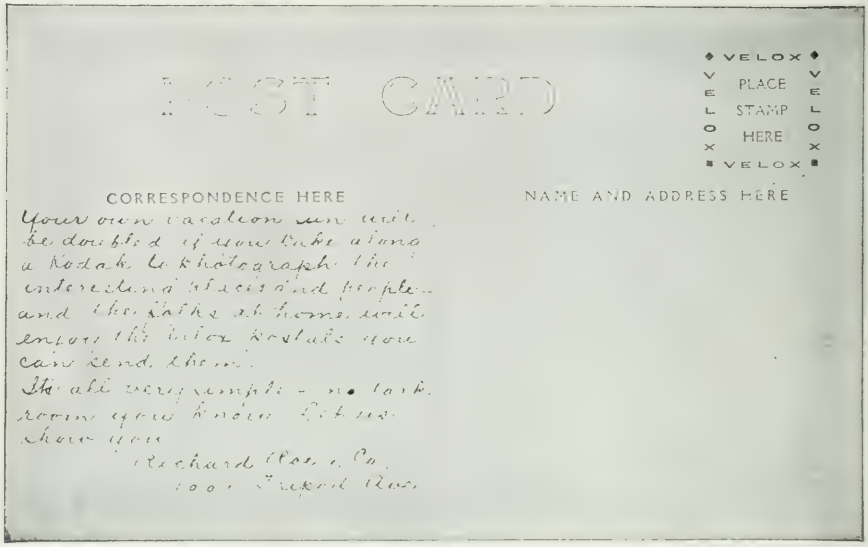
Granitine.—A good durable tray, very easy to keep clean. Porcelain ware.

THE PRICE.

	Net.
4 x 5, Shallow	$ .16
4 x 5, Deep	.22
5 x 7, Shallow	.22
5 x 7, Deep	.25
7 x 9, Shallow	.30
7 x 9, Deep	.38

ANOTHER ADVERTISING POST CARD.

We believe in pushing successes. We believe particularly in taking advantage of the cumulative force of an advertising success. The new Advertising Post Card (see above) for bringing new business direct to you, needs no apology for existence. Its predecessors fully demonstrated the tremendous pulling power of this form of direct advertising for the dealer. The same charming face of Peggy will appeal in full page advertisements to millions of readers of the May and June magazines. This post card mailed to judiciously selected lists of prospective customers, during these months must forcefully connect our campaign of publicity with your individual establishment. Several thousand of our last summer's post cards were mailed by live dealers, and we have yet to hear from a dealer dissatisfied with results. Read carefully the plan under which these cards will be supplied to you:



We will furnish these cards in lots of one thousand or more, printed as shown in the illustrations, but with the dealer's name and address in same handwriting as the text, and occupying same space as "Richard Roe & Co., 1001 Tripod Ave." at $10.00 per thousand net. This price does not apply on lots of less than one thousand, but does apply on fractional lots where the total is for more than one thousand, as for instance 1250, 2700, etc. On lots of less than one thousand, there will be an extra charge of one dollar. No order entered for less than 400 cards ($5.00 net). As these cards cost us very much more than we are getting for them, we cannot furnish them in any different form from that stipulated above. We cannot furnish them without the advertising at any price nor with any changes in the advertising except insertion of fac simile hand writing of dealer's name and address (as explained above) at the price quoted. No changes of any description can be made on the picture side, changes on the address side, even where an extra charge is made, are to be subject to our approval—the point being, that as this is a Kodak advertising card that will be in quite general use, we must control it.

While we anticipate a very much larger demand for these cards this year, and have planned for turning them out rapidly and in large quantities, we cannot anticipate the demand exactly, and can only agree to take care of the orders on the "first come, first served" plan. With our previous experience it is not likely that we shall receive more orders than we can handle promptly, but should such condition arise we will confer with the dealer rather than run the risk of filling his orders too late for his use to the best advantage.

With the right sort of mailing list this post card plan is a proved success—dignified and convincing.

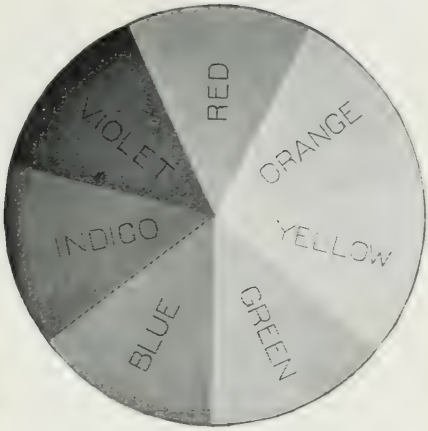
How many please?

THE EASTMAN STUDIO DARK ROOM LAMP.

Here is a strong, sturdy and sensibly constructed dark room lamp, mechanically correct as to ventilation, and simple to clean. The front glasses fit into light tight grooves, the ruby glass being double thickness, and fitted into a metal frame with lifting ring, the orange glass fits into a groove in front of the ruby, and may be removed at will. The side lights are of heavy ruby glass. The front is protected by a hinged screen, supported at any angle by means of a metal rod. The lamp may be used with either oil or electricity, and when oil is used the height of the flame may be controlled without opening the lamp.

THE PRICE.

Eastman Studio Dark Room Lamp with oil lamp	$3.00
Do., with Electrical Attachment not including oil lamp	3.50
Discount to the trade	33⅓ %
Electrical Attachment only	1.00
Oil Lamp only	.50
Discount to the trade	33⅓ %



THE TRUTH ABOUT ORTHOCHROMATISM.

What Orthochromatic Quality Is.—In the earlier days of photography the plates used gave very untruthful renderings of *color values.* Yellow and red, for instance, photographed as black, while violet, indigo and blue photographed as white. The chart above shows the range of the spectrum from violet to red. The ordinary plate is highly sensitive to violet, a trifle less sensitive to indigo, and so on, until as we approach the other end of the spectrum, the yellow and orange rays affect the plate but little and the red rays hardly at all. An orthochromatic plate or film is one in which these errors have been so far corrected as to give truer color value, i.e., the emulsion is sensitive to a wide range of colors in an equal or nearly equal degree.

Why It Helps.—With a non-orthochromatic plate you might be making a picture, with say a bed of flowers in the foreground—some light yellow and others dark blue. The negative, owing to its deficien-

cies, would give a print in which the yellow flowers would appear darker than the blue ones, though, to the eye, the yellow flowers would appear lighter. In other words, it would not give, in the resulting pictures, the true color values. The fully orthochromatic plate or film corrects these mistakes and renders the *color values* (the depths of color) in their proper relation to each other. In the same way the orthochromatic film helps preserve cloud effects, differentiating between the clouds and the surrounding blue sky.

Degrees of Orthochromatism.—There is no difficulty, in factories such as ours, in making any desirable degree of orthochromatism. Orthochromatic plates and films are made by Kodak in Canada, United States, England and Australia.

Kodak film was first made an orthochromatic film in 1903. Up to that time we had literally sold hundreds of thousands of orange dark-room lamps in our developing outfits. Immediately it became necessary to substitute a deep red for orange because this orthochromatic film was so sensitive to yellow.

Practical Orthochromatism.—As the largest manufacturers of dry plates in the world, to say nothing of our being the largest film manufacturers in the world, we have at our command, every advantage that experience and scientific research can give. We know to what degree and for what colors the film should be orthochromatized in order to give the best possible average results in the hands of the Kodaker.

For eight years, Kodak N. C. Film has been an orthochromatic film. What is more important, it is properly orthochromatic. Our unequaled experience with plates and films has enabled us to make and maintain in *Kodak N. C. Film the most perfectly balanced film in the rendering of color values.*

Other Qualities.—Kodak N. C. Film adds to its superiority in rendering of true color values—the highest speed, freedom from halation, duplex paper (red on one side and black on the other) which absolutely does away with the offsetting of numbers on the film, latitude which in the greatest degree compensates for errors in over and under exposures, and, above all, *dependability.* It is the dependability of Kodak film that makes it the film invariably chosen in every event of world wide importance—the film chosen for making news pictures everywhere.

You know that Kodak N. C. Film has been orthochromatic since 1903, and the foregoing article, which we are using quite extensively in our advertising, puts this question plainly and truthfully before your customers.

That Dependibility which makes Kodak film the film invariably chosen for Events of Importance, makes it preferable for every-day use.

Talk ZEISS-KODAK ---It PAYS

MORE SPEED KODAKS.

Those 1A Speed Kodaks are intended for taking pictures quickly, but they're so true to their name that they have been too fast for us. Every time the manufacturing department has given the word "Go" they have responded so quickly to our rather mild sales efforts that we have not been able to slow them down until we were absolutely out, and customers were clamoring for more.

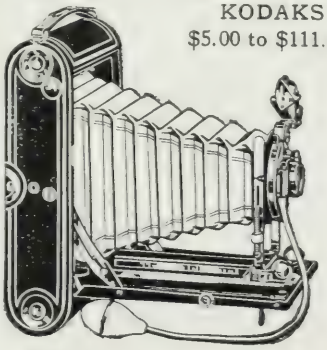
But we are ready again now and we expect to keep pace with the orders. The 1A Speed Kodak has made good. It is so simple that any Kodaker can use it successfully; it means speed pictures with a minimum of trouble and along with its fast features it is, by reason of the fact that with a well-illuminated interior, it will make snap shots indoors, an ideal camera for home portraiture.

But it is perhaps to the sportsman that it makes its strongest appeal. The focal plane shutter in combination with Kodak simplicity and Kodak unobstrusiveness means much to the man who wants speed pictures out-of-doors and wants them when he wants them. It fits into every out-door recreation from golf to big game hunting and when out-door people come to more fully know what it can accomplish the Speed Kodak will have a widely increasing sale.

Thus far it has never been widely advertised, simply because every start at giving it publicity has flooded us with more orders than we could take care of. However, we now have a good stock on hand and more coming through the factory every day and are, therefore, ready for a steady and efficient campaign.

To get the full benefit of this advertising you must have the goods in stock. When we have created an interest in this camera in the mind of a possible customer we, of course, want that customer to be readily able to find the goods in stock at your store, otherwise both you and we are likely to lose the value of such advertising. The fact that we pay for the advertising doesn't make it the less your loss when a customer goes away from your store disappointed because he cannot find the goods he wants.

1A Speed Kodaks are going to be ready sellers this spring and summer. But they are going to be sold by the people who have them to show.



KODAKS
$5.00 to $111.00.

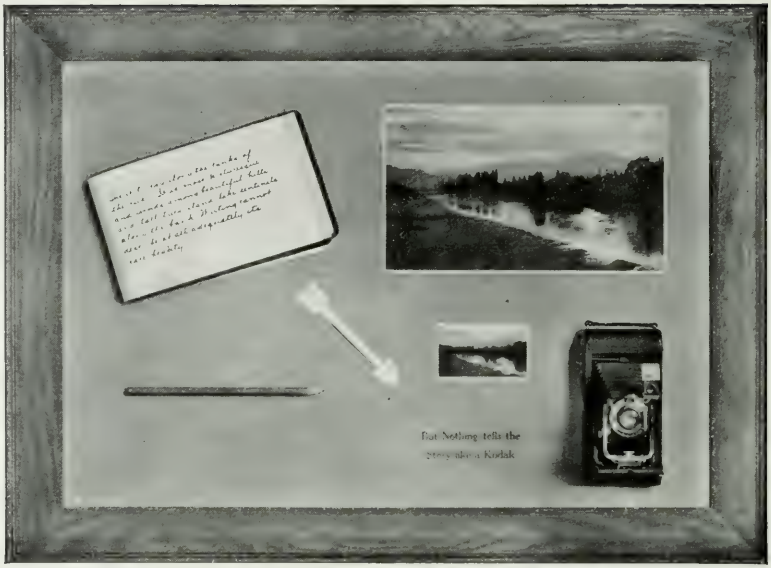
All out-doors invites your

KODAK

Kodak means progressive pleasure; the pleasure of taking the pictures, plus the greater pleasure of possessing them.

RICHARD ROE & CO.
1001 TRIPOD AVE.

208H—Single C. 1. 208G—Double Col.



THE SHOW WINDOW.

Your display window is one of the most important parts of your establishment, and should be a powerful lever not only in sustaining the interest of those already your customers, but in the creating of new business as well.

The show window must be as neat and as well dressed as your best salesman in the store, and being deprived of the power of speech, must present its argument in some novel and striking manner.

A show window filled with a miscellaneous assortment of everything you have in stock, may inform the passing public that you have a large and varied stock, but it is apt to confuse rather than hold interest.

A show window of this character creates about the same mental impression as if when a customer entered your store, every employee should come forward to wait upon him, each one telling of some different thing in stock—yes, sir, we have Kodaks, albums, tripods, hypo, mounts, scales, film, Brownies, plates, lamps, papers, until the customer's head reeled.

Put yourself in the other fellow's place for a moment—what display windows in your city attract you? Invariably those that are frequently changed, and that present some one selling argument in a novel manner.

The display illustrated herewith plays strongly up to the idea "Take a Kodak with you."

With the outdoor days at hand, thoughts turn most naturally to vacation time and summer outings, and this display cannot help but aid in convincing the onlooker of the indispensable part the Kodak plays in obtaining the full measure of enjoyment.

But remember that this simple display is complete as it is—that any further addition of apparatus or accessories only tends to distract the mind from the story told.

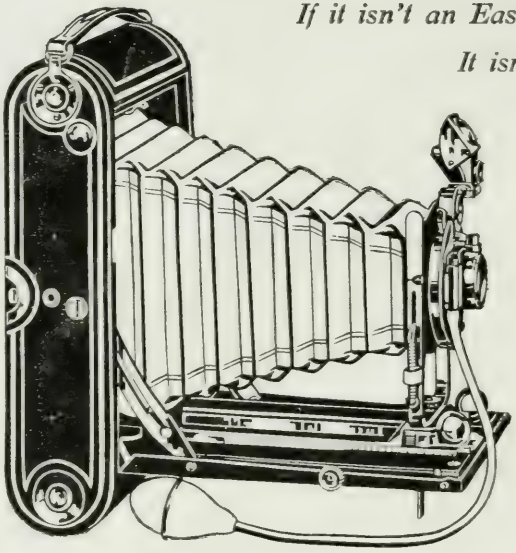
A simple, yet effective, window display that connects our advertising with your store.

The cut on page 10 illustrates the principal detail of this window display. The note book should be large enough to render the writing easily read; the sentence reading as follows:

"Spent the day along the banks of the river. It is most picturesque and winds among beautiful hills, and tall trees stand like sentinels along the bank. Writing cannot describe at all adequately, its real beauty."

The arrow is cut out of white cardbord, and the pencil is a dummy, easily made from any round piece of wood.

If it isn't an Eastman,
It isn't a Kodak.



The first Spring call of the outdoor days invites your

KODAK

Anybody can Kodak—simple, easy, no darkroom for any part of the work.

KODAKS, $5.00 to $111.00.

RICHARD ROE & CO.

1001 TRIPOD AVENUE

Single Column Cut No. 201H. Double Column Cut No. 201G.

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VIII., No. 1. TORONTO, CAN. MAY, 1911.

The Outlook.

NEW GOODS AND NEW ADVERTISING HELPS FOR 1911

When business is at a standstill, a bunch of new goods is a good thing.

But when business is coming so fast on the established goods that orders can't be filled promptly, new goods are really something of a nuisance. Our having only one new camera to announce this year, from that standpoint, is certainly an advantage. And anyway, there are three cameras that are practically new because a factory that worked overtime couldn't keep up with the demand during last summer's rush, namely, the 2A Folding Pocket Brownie, the 3A Special Kodak and the 1A Speed Kodak.

We are in splendid shape on these goods to-day and we are going to help you push them. Meantime there is to be no forgetting the whole line. Kodaks and Brownies and Premos—on all these goods we shall do somewhat more advertising than ever before and shall out-do ourselves in the furnishing of trade helps.

The New Kodak.—The tremendous (we use that word advisedly) success of the 3A Special Kodak last year decided us on putting out a similar camera in the No. 3 (3¼ x 4¼) size. The new camera has the Zeiss-Kodak Anastigmat lens, *f*6.3, the Compound shutter with a speed of 1-250 of a second, rack and pinion, rising and sliding front, reversible, brilliant finder with spirit level, two tripod sockets, and that superb finish in Persian morocco with black bellows that characterized the 3A Special. The price will be $52.00. Of course you will not sell this No. 3 Special Kodak where you can sell the 3A, but in spite of the popularity of the 3¼ x 5½ size, there is still a large and warranted demand for the 3¼ x 4¼. It is especially advantageous for lantern slide work, extremely convenient to carry, and some people prefer pictures of the 3¼ x 4¼ shape, while the speed of the Compound shutter in this size is wonderfully rapid (1-250 of a second)

for a between-the-lens shutter and furthermore it works smoothly.

Other New Goods—Kodak Velvet Green paper is making a hit and as fast as we are able to let more people know about it, it is going to make a bigger hit, and once introduced its attractive qualities are sure to build up a highly desirable business.

Among the other new goods which appear for the first time in the Kodak Catalogue are the 3A Outfits, the Eastman Flash Sheet Holder and Etching Sepia Platinum Paper. The Kodak Automatic Shutter is now being put out with the Kodak Autotime Scale attached, a feature that is expected to not only increase the popularity of this most excellent shutter, but to also increase by this demonstration of its value, the demand for Autotime Scales for attachment to other shutters. There are also some new and attractive Albums and minor sundries that will help you to increase this important part of your business.

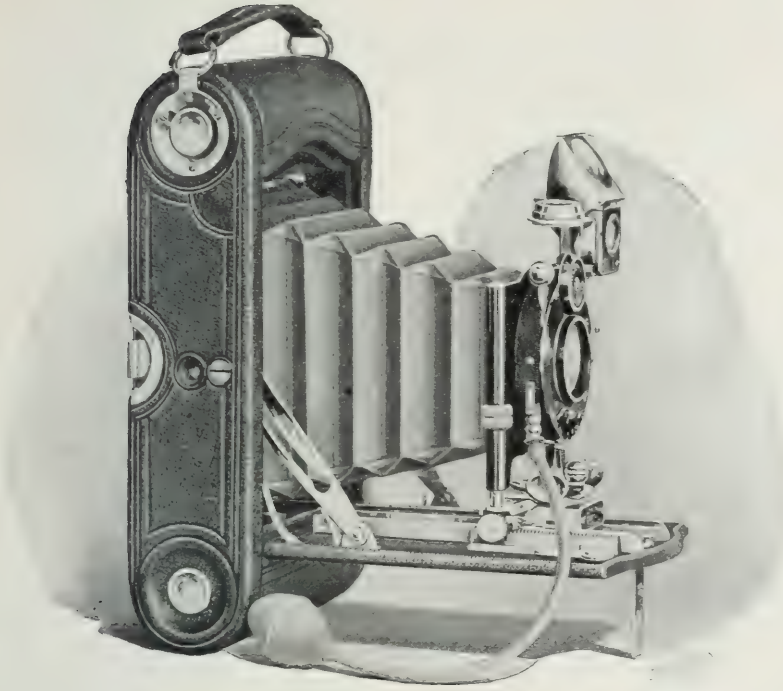
The No. 2 Stereo Brownies and the No. 3B Quick Focus Kodaks have been discontinued.

The Campaign.—So much for the goods. Now for the helps that we propose to furnish in selling those goods.

The broad policy of doing a deal of advertising to simply popularize amateur photography, without specifying the details on any particular Kodak is to be continued. More space is being used in telling people "to Kodak" than in telling them that such a Kodak with such and such advantages sells at a certain price. For this work many back cover pages in colors are being employed. We then depend upon our other advertising and upon *your* advertising to clinch the sale after the general interest has once been aroused. Among the publications in which Kodak will have large space are:

Ainslee's,
Canadian Century,
Canadian Courier,
Canadian Home Journal,
Canadian Magazine,
Canadian Pictorial,
Century,
Colliers,
Cosmopolitan,
Ladies' Home Journal,
Life,
Literary Digest,
Hampton's,
Outlook,
Outing,
Rod and Gun,
Saturday Evening Post,
Success,
Westminster,
Woman's Home Companion.

We are backing this up with more than the usual amount of inside space in full pages in the standard magazines, and right now are using copy nearly every week in Saturday Evening Post and Collier's, and are using frequent space in Life, and other important weeklies. Our line of goods was never so well balanced as it is to-day; the quality of our cameras and of our sensitized products is so good that our enthusiasm for them just keeps us telling people about how attractive they are, even if it does cost big money. And by the way, dealers in small towns will be interested in the fact that we are not confining ourselves to the city trade. Investigation has convinced us that some of the standard magazines and big weeklies are reaching strongly into the rural communi-



No. 3 SPECIAL KODAK.

ties, but on top of these we are advertising every month in the year in all the leading farm papers.

Booklets.—Advance catalogues, done somewhat better than ever before, are about to be mailed, and these will be followed promptly by a shipment to every dealer. We expect you to give these out on request only.

There will be, as usual, a Brownie Book and a miniature catalogue (we call it the "Summer Book") in July, for mailing purposes. These will be sent to you *only* on request, but freely to those who will make good use of them. We have run a second edition of "At Home with the Kodak" which is yours for the asking and in our opinion is one of the best advertising books we have put out. Of course there will be the usual supply of Tank and Velox booklets, Bromide Enlarging with a Kodak, and the like, for the asking. We want every dealer to have what he needs, but we cannot tell what he needs from here. Specific requests are therefore desired.

Other Helps.—As a result of the Kodak Advertising Competition we have the pictures to form the basis of an unusually good line of display matter for the stores, that we shall have ready by July 1st.

Our street car service is to be continued and to this we have added the attractive eight-sheet posters already announced. Poster advertising is relatively inexpensive and

there are few cities or towns where it will not pay out. To show its pulling power: When we were running our big Kodak Exhibition a few years ago, it was our rule to begin poster and newspaper advertising at the same time. In one city the bill poster got his "paper" up a few days ahead of time with the result that the dealers had had calls for 1,100 tickets before a line had appeared in the newspapers, or any advertising of any kind had appeared, outside the bill boards.

Our Velox post-card advertising has been successful now for three years, and we think that the card announced last month is better than ever. The very attractiveness of the picture is bound to command attention, yet this picture means something—means that all out doors invites the Kodak.

We have been furnishing more than the usual number of newspaper advertising suggestions in these columns of late, but the Kodak Trade Circular is a little small for all such advertisements, and so we are sending to each dealer a booklet of ten ready-to-use ads., written in a personal style, that we believe will help.

During June we shall send a new cut sheet, showing the different styles of cuts of cameras and the like, together with some new live illustrations for your newspaper work, that will help you get the business.

No Interruption.—There's every indication that there's to be no interruption this year of the steadily widening interest in amateur photography. The out-door habit is increasing; people are learning more and more to Kodak the children and to let the children Kodak: the goods are better than ever; there's to be more direct Kodak advertising than ever, and more and better helps for your Kodak advertising. With good goods backed by good advertising, there's an increasing business for you and for us in the prospect.

Now, let's get it.

A SPEED AND SPECIAL YEAR.

This is going to be a big year for the Speed and Special Kodaks. We now have plenty of the Speed Kodaks in stock and are advertising them extensively—their many advantages are instantly apparent even to the novice in picture making, and the experienced amateur knows that no other type of camera contains so many advantages in so small a compass.

Talk Speeds and Specials to your customers, use your show windows for special Speed and Special displays, and post your employees fully on the talking points and selling arguments relating to these instruments.

Our booklet "At Home with the Kodak" is working wonders in interesting people in the all by daylight way, and is a big help in the selling of the Specials.

But, to catch this enthusiasm at its highest point—the sale making point, you must have the goods in stock. No catalogue ever made can equal in convincing power the sight of the actual goods.

Many a high grade outfit has been sold to an amateur with the ordinary equipment, just because every time he went into the stock house, the coveted instrument stared him in the face from the show case.

Many a Special has been sold to prospective tourists just by having

them in stock, the difference in price cutting no figure as against the chance of securing better pictures on a long planned for trip.

A good many dealers are going to total up a tidy bit of extra profit from the sale of the Speeds and Specials, but their sales are going to be made from the show case and not from the catalogue.

Have the goods in stock.

IRIS E—ROUGH AND SMOOTH.

Artura Iris Grade E will hereafter be known as Grade E "Rough."

We are also now ready to supply Grade E "Smooth."

This grade is the same emulsion as E Rough, but coated on a smooth buff stock, slightly lighter in tint.

There has been a heavy demand for the grade E Smooth for the smaller work and dealers should stock accordingly.

List price and discounts same as heretofore.

First Class Work

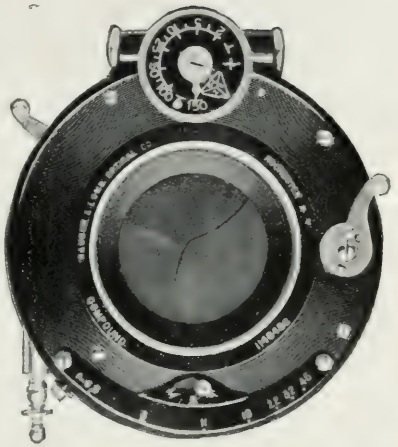
in your

Finishing Department.

—that's a *real* help

in business

building.



KODAK AUTOTIME SCALES FOR COMPOUND SHUTTERS.

We are experiencing some difficulty in manufacturing Autotime Scales for use with Compound Shutters, owing to changes in the construction of the shutter by its manufacturers.

The Autotime Scales for Compound Shutters will fit only such shutters as have the style head shown in the above illustration.

We are informed that a definite standard of construction will soon be in effect for the Compound Shutter, but we cannot until such time supply the scales for Compound Shutters, other than for the model illustrated.

Meantime there's an increasing demand, as the value of this aid to the Kodaker becomes better understood, for the scales to be used on the other shutters to which it is adapted.

To make its advantages more obvious, we have published a very concise little circular on this subject that will be supplied in quantities upon request—without charge, of course.

RESTRICTED PRICES.

THEIR BENEFIT TO THE CONSUMER.

There is more than one kind of commercial competition. There is competition in price, with its ever attendant danger of loss in quality. There is, where established, maintained and published prices prevail, a healthy competition in quality. The former is sometimes and the latter almost universally to the benefit of the ultimate consumer.

The manufacturer who restricts the prices at which his goods are to be retailed, to a certain figure, is just as much in competition with other manufacturers of similar goods as are those who do not restrict prices—but in a more healthy way. But, mind you, we refer here to an individual or a concern or a corporation—not to a combination between natural competitors, to create an artificial price. That's a subject in which we are not interested because it is entirely foreign to our methods of doing business.

The manufacturer who publishes a price list on his goods, allows a certain discount to the dealer in those goods and then insists on that dealer selling his goods at the list price, is by no means free from competition. If he sells wisely, he has familiarized himself with the average percentage that it costs the dealer to handle his goods, and he makes his discount large enough to pay the dealer a normal profit—a profit that will be satisfactory to him, but not big enough to prove a constant temptation to cut prices. In making his list price, this wise manufacturer will put it at a figure that will pay him a normal profit, after giving a discount to the dealer that will likewise pay him his normal profit. Such manufacturer is as much in competition with other makers of goods as though he had no established price—but his consumer customers get a square deal, they all buy his goods at the same price.

The retailer must make a certain percentage of profit over and above the cost of doing business or go into bankruptcy. Isn't it manifestly fairer to the consumer if the dealer nets 5% on what he sells to Smith and 5% on what he sells to Brown than it is for him to lose 5% on what he sells Brown and make it up by netting 10% on what he sells Smith? And that's just what happens every day where retail prices are not restricted. Every retailer knows this, though the buying public does not.

And how is the manufacturer affected? He has a widely advertised article at say ten dollars. It is generally known that his goods are sold at list price only. The dealer is already receiving a normal discount. This manufacturer usually keeps ahead in improvements in his line, but, for the sake of argument, we will admit that a competitor announces an important and genuine improvement. What happens? One of three things: An improvement in the article in question to meet the competition, a cut in price in order to pick up the cheaper trade in this line, or, if the margin of profit will not admit this, an entire abandonment of the manufacture of such article. In cutting the price, if that method be followed, the price at which the goods are to be retailed may still be restricted at whatever lower level may be decided upon as *a normal price at the new level forced by the competing improved product.* Price restriction has in no way prevented a general lowering

of price; it has simply made a *uniform* price.

A restricted price means that the goods are to be sold at a *certain* price, that the retailer is not to go either above or below that price; but if the established price is abnormally high for the quality of the goods, it cannot live. No mere restricting of price can annul the laws of supply and demand or of commercial competition. Indeed, goods that are sold at known prices offer themselves to the keenest competition because it is so easy for the manufacturers of competing articles to figure just what can and must be done.

The result is that the manufacturer of restricted price goods is alive to the fact that he must constantly back up his prices with quality. He is adverse to changing his methods or permitting the retailers to change their methods of handling his goods because he takes an honest pride in his one-price-to-all policy. The result is a constant effort to better his products, a constant effort to give his customers more for their money. It is a competition just as keen and far-reaching, as bitter if you like, as a competition in price cutting.

We did not intend, in this article, to make any reference to our own goods, but the temptation at this point is too great to resist. Compare, if you please, the No. 3 Folding Pocket Kodak of 1903 at $17.50 with the No. 3 Folding Pocket Kodak of 1911 at $17.50, bearing also in mind the fact that practically every item of material and labor that enters into camera construction has greatly increased in cost during the intervening years. And the retail price has, during all these years, been restricted to the same list, $17.50. We have not lowered the price, we are hardly willing to admit that competition has forced us to make the improvements, but tremendous improvements have been made to *forestall* competition. The competition in quality is thus giving our customers much more for their money.

To carry this illustration still further. The No. 3 Folding Pocket Kodak is a 3¼ x 4¼ camera at $17.50. Competition, not necessarily with other camera makers, but with all manufacturers who sell articles of luxury to the people, has made other and lower priced 3¼ x 4¼ cameras a part of our line. We have them at $11.00, $9.00, $8.00 and $4.00. In every case the retail selling price is restricted, but the $11.00 camera of to-day is a more desirable instrument than the $17.50 F. P. K. of eight years ago. Not desiring to pose as philanthropists we admit that competition has brought all this about, with no interference from the restricted price policy.

Take hats. Dunlap and Knox derbys are restricted at five dollars. You can't buy one for less, yet you can buy a pretty good looking derby for a dollar and a better one for two dollars, and something really good for three. But Dunlap and Knox are by no means free from competition. It's a competition of quality. They just put style and goodness into their hats, else men would buy the cheaper ones. They compete with each other and with the imported hats and with, perhaps, some other five dollar hats. They compete with the cheaper hats by offering better style and quality. But it would be absurd to say that hats cost more because Knox and Dunlap don't permit the retailer to

cut prices on their goods until the season is over.

To the careful observer there can be but one conclusion as to the merits of the policy of price restriction. That policy means a square deal to the ultimate consumer. It means that one man's money is as good as another's. It means that those manufacturers who adopt the policy must make good goods in order to maintain their prestige, must be ever on their mettle to anticipate competition, must forestall it by making improvements and making them before the other man does. The market is still open for those who do business on the other basis, but if their goods do not equal or better the restricted price goods, the public will buy the restricted price goods.

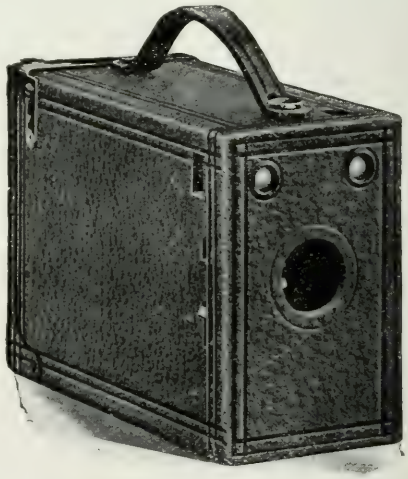
Competition began with commerce. Competition must continue to exist so long as there are two or more separate concerns manufacturing similar goods for the same market. If one of these concerns makes highly superior goods and is equally alert in its selling methods, it will, by reason of the law of the survival of the fittest, get the big share of the trade. Whether prices are restricted or not has nothing to do with the case further than the fact, that the concern that makes the goods of known quality, is in a position to make its prices known and stick to them. Having quality it can afford to compete on a quality basis. No underhanded methods by which one customer is gained at the expense of another need be resorted to.

The price restriction policy means a square deal for the customer, a reasonable profit to the dealer and a constant effort toward betterment of the product on the part of the manufacturer.

PREMOS FOR 1911.

Towards the end of the month, a copy of the 1911 Premo catalogue will be mailed to each dealer.

We believe you will like this catalogue and we believe your trade will like it. Premo catalogues will be supplied in liberal quantities to those who ask for them, and we want to impress upon you the desirability of you and your sales force becoming thoroughly familiar with the Premos described therein and the various advantages of each. Remember, that these advantages are being heavily advertised and that we tell prospective purchasers to go to you. Naturally you must know these advantages in order to back up our advertising by showing them to the customer.



Premo Jr. No. O.

THE NEW PREMO.

There is one new Premo this year which should be immensely popular, for it fills a need and is to be well advertised.

Premo Junior No. O is made upon the same lines as the regular

Premo Junior, but it introduces an entirely new size of picture—$1\frac{3}{4}$ x $2\frac{3}{8}$. This is a splendidly proportioned size for either portraiture or landscape, and the price, $1.50, is certain to make this an extremely popular camera among the younger people. It has double finders, automatic shutter, meniscus lens, and loads in daylight with the Premo Film Pack.

$1\frac{3}{4}$ x $2\frac{3}{8}$ films can be developed in No. 1 Premo Film Pack Tank.

You should certainly have some of these cameras in stock.

Aside from this new model we want to call your attention especially to two decided improvements in the Pony Premo Cameras.

The receding ground glass panel is especially valuable where ground glass is being used for focusing, avoiding the danger of moving the position of the camera when plate holder or film pack adapter is inserted.

The spring catch reversible back overcomes any tendency of the back to bind when being removed, as the retaining catches are hinged, making it possible to turn down the back until it slips off easily. These features will be found very strong talking points for this type of camera and are both described on page 6 of the catalogue.

The Premo line of Cameras, as a whole, encompasses all that quality which experience and perfect manufacturing facilities assure.

Don't overlook the fact that there is a large body of the photographic public who want such cameras. Stock the Premos. Let your trade know that you have them. Have your salespeople talk Premos, too. We are preparing lots of Premo helps for you in the line of store advertising, to say nothing of our general advertising campaign. We'll tell you more of this later, but you should begin now.

IMPORTANT CHANGES OF SIZE.

When the Premo Film Pack was first put out, to make it suitable for use with plate cameras, it was, of course, necessary to make it of a size that would go into adapters which would fit those plate cameras.

It is a matter of common knowledge that in all plate holders, the rabbets and retaining devices encroach somewhat on the dry plate, slightly reducing the listed size of such plate. Thus all dry plate negatives are and always have been a trifle undersized.

Now, adapters naturally require as much room for retaining packs as do plate holders, and as the adapters had to be made the same size as holders, to fit the same cameras, film pack films have been a bit under the listed size, just as dry plates.

The reduction is so slight as to be unimportant, and we have seldom heard a complaint, excepting in the case of the $3\frac{1}{4}$ x $5\frac{1}{2}$ size. This size shows the discrepancy more than any other, and to avoid any possible misunderstanding among customers, we have decided to list these cameras from now on at 3 x $5\frac{1}{4}$—the actual size of the printing negative.

The size of all film packs, adapters and cameras shipped after April 1st, will be marked 3 x $5\frac{1}{4}$.

This size of pack and adapter—3 x $5\frac{1}{4}$—will, of course, fit the old $3\frac{1}{4}$ x $5\frac{1}{2}$ cameras. Nothing at all has been changed excepting the indicated size.

A Kodak in Stock is worth two in the Catalogue.

NEW AMATEUR ALBUMS.

Every Kodak, every Brownie sold makes a market for one or more amateur albums for the display and preservation of prints.

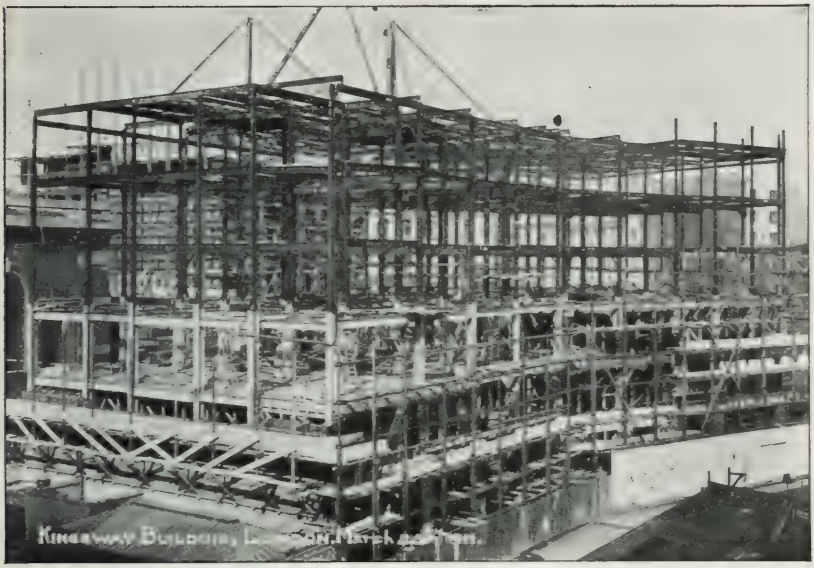
Our line for this year includes three new styles, ranging in price from fifty-five cents to five dollars.

The Parthenon is a little higher grade than the Forum, introduced last year, has a flexible cover of imitation lizard skin, and is a handsome and durable book. The Parthenon is supplied with either gray, black or brown leaves, furnishing a suitable book for all classes of papers.

The Stadium Album fills the demand for a first-class, leather covered book, as it is splendidly made, the cover being of fine quality—black grain leather, handsomely padded: either gray or brown leaves.

	No.	Size	Price
STADIUM	J1	50 grey leaves 5½ x 7	$1.60
	J2	50 brown " 5½ x 7	1.60
	K1	50 grey " 7 x 10	2.40
	K2	50 brown " 7 x 10	2.40
	L1	50 grey " 10 x 7	2.40
	L2	50 brown " 10 x 7	2.40
	M1	50 grey " 11 x 14	4.70
	M2	50 brown " 11 x 14	4.70
PARTHENON	A1	25 black leaves 5½ x 7	$0.55
	A2	25 grey " 5½ x 7	.55
	A3	25 brown " 5½ x 7	.55
	B1	25 black " 7 x 10	.80
	B2	25 grey " 7 x 10	.80
	B3	25 brown " 7 x 10	.80
	C1	25 black " 10 x 7	.80
	C2	25 grey " 10 x 7	.80
	C3	25 brown " 10 x 7	.80
	D1	25 black " 11 x 14	1.90
	D2	25 grey " 11 x 14	1.90
	D3	25 brown " 11 x 14	1.90
	E1	50 black " 5½ x 7	.80
	E2	50 grey " 5½ x 7	.80
	E3	50 brown " 5½ x 7	.80
	F1	50 black " 7 x 10	1.15
	F2	50 grey " 7 x 10	1.15
	F3	50 brown " 7 x 10	1.15
	G1	50 black " 10 x 7	1.15
	G2	50 grey " 10 x 7	1.15
	G3	50 brown " 10 x 7	1.15
	H1	50 black " 11 x 14	2.25
	H2	50 grey " 11 x 14	2.25
	H3	50 brown " 11 x 14	2.25

Discount to the Trade, : - - 30%



BECOMING A REALITY.

The new home of Kodak, Limited, in process of construction on Kingsway, London, has now become much more than an architect's drawing, as the accompanying illustration shows.

Every feature for the most economical handling of an immense volume of business has been incorporated in this structure, and its progress towards completion is attracting much attention on the thoroughfare on which it faces.

The construction is the same as employed in all up to the minute buildings, and promises for a most durable and commanding structure.

NEW STREET CAR CARDS.

Our plan for supplying the dealers with high quality cards for street car advertising is, of course, to be continued and we reproduce in reduced form, three new cards for Kodak and Premo advertising that are now ready for delivery.

There is no class of goods better adapted to street car advertising than our line, and that it pays is made patent by the fact that practically every dealer who has made use of this form of publicity still continues.

Conditions.

It is obvious that no two dealers in the same town would care to use the same cards. In filling orders for street car cards, we shall, therefore, give the preference to the first dealer who applies from each city, but will not furnish him more than one kind of card until we are satisfied that the other dealers in his town are not interested. When there is only one dealer in the city who uses the cards, he can run through out entire line—and that will mean at least one new card a month if he wants it.

These cards are of the standard car size, 11 x 21 inches, and are to be furnished *for street car use only*. They are too expensive and too

Take a KODAK with you

and let us finish your pictures when you return.

RICHARD ROE & CO.,
(Everything for Kodakery)
1001 TRIPOD AVENUE.

No. 967

For light weight,
For compactness,
For ease of loading
and operating—

PREMOS lead all Cameras

We carry all that's best in photography and do prompt developing and printing

John Doe & Co.
1234 Premo Street

No. 875

Let the Children

KODAK

There's everything for Kodakery at our store and we do prompt developing and printing.

RICHARD ROE & CO.,
1001 TRIPOD AVE.

No. 968

perishable for fence tacking or similar purposes.

In ordering, please tell how many cards you need, and indicate by number the style of card wanted.

We particularly request that you order only as many as you require. They are too expensive to waste.

CHANGE IN SHIPMENTS.

It has been customary for us for several years to ship films, papers, mounts, etc., by express under Section "D" (printed matter) classification, prepaying the charges and thereby effecting a saving to our customers. The Railway Commission revised the Express Classification early this year, and we are not now entitled to ship such material as printed matter, and the Express Companies will not accept it under this classification any longer.

Commencing May 19th we will ship films, papers, etc., ordered by express, collect, at merchandise rates, and as there will be no saving to our customers, we will not in future prepay express shipments.

As our terms are f.o.b. Toronto, and all shipments are at customer's risk, we would suggest the avoidance of ordering goods forward by mail, as in event of loss or damage in transit, there is no redress.

We will make mail shipments only when our dealers so specify in their orders.

A CLEVER WINDOW DISPLAY.

(*Reprint from E. K. Co.'s Trade Circular.*)

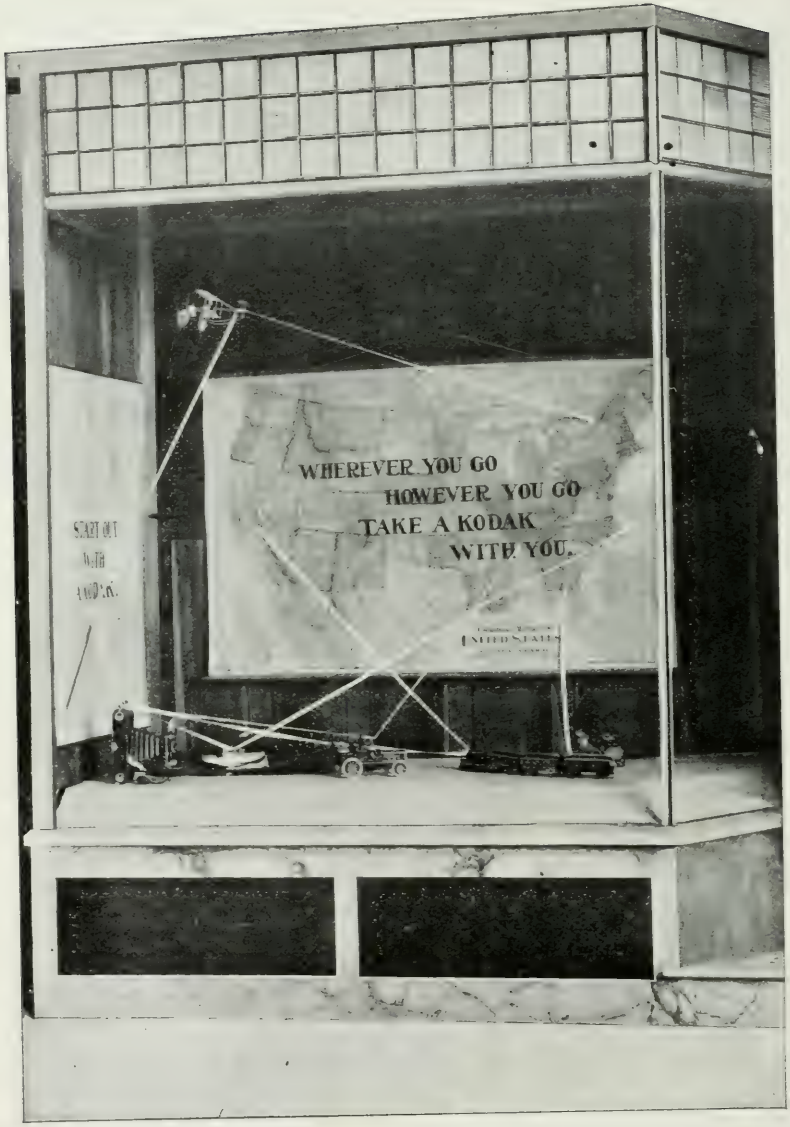
We are indebted to R. S. Miller, with the J. C. Coblentz Drug Co., of Bloomington, Ill., for the idea for a clever and interesting window display. In his letter Mr. Miller says:

"We have used this Kodak display in our window with good results. At one end of the window was placed a large map of the town and across the face were printed the words 'Start out with a Kodak.' From a point which marks approximately the location of our store were started a number of ribbons. These ribbons extended through the handle of a Kodak placed just below the map, and the loose ends were attached to the objects which mark the different modes of travel, such as—automobile, railway train, aeroplane, ship and horse and wagon. At the other end of the window was placed a large map of the United States. Across the face of this was the following: 'Wherever you go—However you go—Take a Kodak with you.' From different points on the map were ribbons which were also attached to the objects of transportation.

"It told the story in a simple but effective manner and was productive of a number of sales."

The window in which this display was arranged is L shaped, making it extremely difficult to photograph so as to show this clever display to the best advantage. Consequently, we have taken the liberty to arrange a similar display in our model show window, as the idea is too good to be passed along with only the description as a guide.

The strength of this display lies in its simplicity, and concentration upon the one idea — "Take a Kodak with you."



"Take a KODAK with you."

A simple, yet effective window display.

KODAK

Make the May Walk more enjoyable by taking a

KODAK

Then you will have not only the pleasure of the outing, but the added pleasure in the pictures which preserve the memory of the fun.

Ask us for a free copy of the new Kodak catalogue.

RICHARD ROE & CO.

Single Column 317B. Double Column 317A.

PREMO ART LANTERN.

We call it lantern for lack of a better name. It is really an ornamental shade, made to fit over the ordinary electric light bulb.

The black and white reproduction herein cannot do justice to it, for it is printed in four colors, and will harmonize with the finest fixtures.

When illuminated, it produces a soft mellow light, giving the effect of stained glass. When unilluminated, it is still an effective decoration.

The top is lined with asbestos, the lantern folds flat for shipment, and to attach it, merely remove bulb, slip lantern over it, and screw into place.

These lanterns are supplied free, but on order only. As it is a new idea and quite expensive, we have only put in a limited supply, and it will be a case of "first come, first served," one to each dealer, excepting where more can be used to extra good advantage, in which case, please specify.

SELLING KNOWLEDGE.

"Please tell me what is the difference between this high speed lens, and the one regularly supplied on the Kodaks."

"Why—er—its faster you know. You see this shutter goes up to 1-200 of a second, while the shutter upon the regular lens only goes to 1-100 of a second."

"Yes, I know, but why is the expensive lens faster?"

"Why—er—er it's made of a different kind of glass that lets in more light."

Now, there isn't a salesman in your establishment but what can afford a better explanation than that, but nevertheless a good many sales of anastigmat equipments are lost, not because of lack of effort, but because of insufficient knowledge of the subject.

Enter Mr. Readymoney.

"I'm going abroad this summer and I want to take a Kodak with me."

"Yes, sir (reaching for a 3A Special), here is a camera that I am sure will suit you exactly, the size picture it takes, 3¼ x 5½ inches, is just the right proportion for almost all subjects, and as you see the camera is very light and compact, in fact this size is the most popular of any we sell."

"Yes, that looks very nice. A friend of mine told me I could get a very good Kodak for about twenty dollars; what is the price of this one?"

"Sixty-five dollars."

"Sixty-five dollars! Suppose now you show me one that sells for about twenty."

"Certainly—here is the regular 3A Kodak."

"Why, that looks about the same as the sixty-five dollar one to me, except that it isn't so finely finished."

"Yes, sir, it takes the same size picture, and is, without a few extra attachments, and finer leather covering, practically the same model as the sixty-five dollar one.

"The difference in price comes in the optical equipment—the lens and shutter.

"Now if you will permit me I will explain to you just where this difference comes in.

"First let me say that the lens on the Special will allow you to take a picture under conditions impossible with the less expensive instrument.

"This is due to the quality and construction of the lens. You, of course, know that the image is formed on the sensitive film by the rays of light passing through the lens. Now it is obvious that the more light a lens will admit in a given time, the shorter will be the necessary exposure, and it is equally true that the larger light opening will be fully as advantageous with poor light conditions.

"I can perhaps explain the difference between the two lenses in this manner.

"The lenses are equal in focal length, just what this means I can explain to you later. With the lens on the twenty-dollar Kodak the light must pass through an opening one-eighth of its focal length, in order to produce a negative sharp and distinct all over the picture. With the lens on the Special the opening for the light is much larger, 6 3-10 of the focal length, which if you figure it out mathematically means that it will admit sixty per cent. more light in a given time than the other and still produce a sharp negative.

"Let us make a practical demonstration; suppose just for illustration, the two lenses were of eight-inch focus. The opening for the regular lens would be one inch in diameter, while the opening for the lens on the Special would be just a little less than one-sixth of eight inches, or about 1 1-3 inches, like this: (Demonstrating by drawing the two circles on a sheet of paper). Suppose you and I were out picture making somewhere late in the afternoon, and we wanted to photograph a street scene with part of it in shadow.

"One-twenty-fifth of a second is about the longest exposure we could give without showing movement. Now with my lens I could not hope for any detail in the shadows, while yours, admitting sixty per cent. more light in that twenty-fifth of a second would produce a good negative.

"This feature of admitting more light in a given time is the chief advantage of the higher grade, or anastigmat lens, as it is called.

"Naturally, it is also more finely corrected than the cheaper lenses, and having the larger working opening, can be used also with shutters capable of making much shorter exposures than is possible with the ordinary lens, thus making it possible to photograph objects moving with greater rapidity, as well as the producing of good negatives under poor conditions of light. To make this more definite—you will note that the shutter on the $20 Kodak will work in 1-100 of a second, while that on the Special will work in 1-200. There would be no particular object in having this fast shutter on the cheaper camera because the lens would not permit working it at full speed."

"I thank you very much for your explanation, and it is quite evident to me that this sixty per cent. greater efficiency makes the added cost of the Special well worth while, to say nothing of its other features.

"I will take a Special, and now what else will I require?"

From here on it wil be easy sailing for the carrying case, film, tank developer and the rest.

A simple, practical demonstration of the principal feature of the goods you are selling, will not only inspire confidence in your customer regarding your knowledge, but will make just that much easier the sale of any other goods you may have to offer.

ADVERTISING INVESTMENT.

A good many retailers seem possessed of the idea that while advertising pays the manufacturer, it will not pay them, or else if they do attempt advertising, they regard it as an expense and not as an investment.

The idea of applying a certain definite percentage of their profits to publicity never seems to have occurred to them, though the opportunities for increasing their business by good advertising are too apparent to be overlooked.

We know that advertising pays, that good advertising intelligently and persistently carried out will increase the profits of any business that has a license to exist.

It is of interest to learn the views of others on the subject and we note herewith a few ideas of the advertising manager of one of the large drug houses of Chicago. Speaking of the small amount expended for advertising by the average concern, he remarks:

"Does it ever occur to the average retail merchant that the proportion of his income being spent on advertising is so small that the effect is like trying to cover a big house with a ten cent can of paint. All this advertising, of course, is good, for even though it bring no results, it shows that the merchant has an open mind in the matter and is subject to reason.

"But advertising, no matter how small, to get results, must be done on some scientific plan that has guided similar campaigns to success.

"And the most important item in such a campaign is the minimum amount to be spent on it.

"If nine hundred and ninety-nine out of every thousand retail advertisers will only go into the question of their advertising, I believe they will find that it is not costing them one per cent. of their income.

"In most cases it will be found to cost them much less. How they can expect to get results from that percentage is known to themselves alone."

Speaking of the larger concerns who figure both profits and expenses down to the finest point, he mentions the department stores:

"These stores are known to men, women and children. If any class of retailers could dispense with advertising it is they. Yet they spend from five to fifteen per cent. of their yearly income in advertising their goods.

"They are not spending that portion of their yearly income on advertising as a mere matter of fun, you may be certain. Every red cent outgoing is jealously watched.

"If one-hundredth part of one per cent. can be saved, it is saved.

"When next you consider advertising, Mr. Retailer, figure out how much you are going to spend. If it is less than five per cent., sit down and think the matter over carefully, and if you can not persuade yourself to spend at least five per cent. on some scientific plan that has brought success to others, get a mirror and have a good look at a bad merchant.

"After you have made up your mind to the amount you are going to spend, see that you put salesmanship into your advertising.

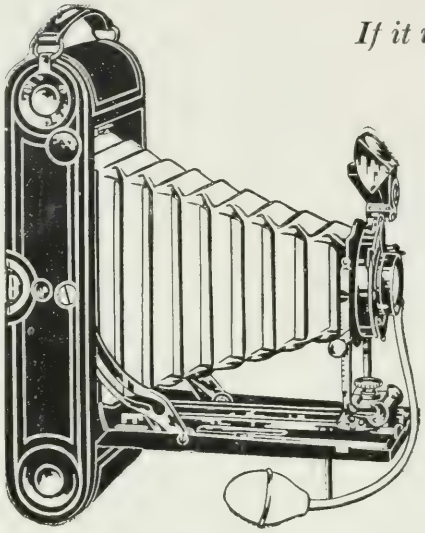
"Salesmanship is just as necessary in your advertising as it is in your store.

"With it in your store and in your advertising, success is certain, for your sales organization will be so strong that only bad goods or insufficient capital can kill it."

Don't overlook the ADVERTISING POST-CARD proposition in the April Trade Circular.

2A Brownie users are 3A Folding Brownie candidates.

A good many dealers are going to total up a tidy bit of extra profit from the sale of the Speeds and Specials, but their sales are going to be made from the show case and not from the catalogue. Have the goods in stock.



If it isn't an Eastman,
It isn't a Kodak.

The opening of the fishing season gives new opportunities for a

KODAK

Easy to carry, easy to use, the Kodak should be a part of your outfit, for then, in addition to the pleasure of the sport, you have the added pleasure of possessing the pictures pertaining to it.

We will be glad to give you a free copy of our new Kodak catalogue.

RICHARD ROE & CO.

206G Double Column. 206H Single Column.

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VIII., No. 2. TORONTO, CAN. JUNE, 1911.

THE ETHICS OF PRICE MAINTENANCE

FROM AN ADDRESS BY MR. R. E. SHANAHAN OF THE BISSELL CARPET SWEEPER CO., BEFORE THE HARDWARE MANUFACTURERS ASSOCIATION.

From an ethical standpoint, price maintenance typifies one of the best moral elements in the conduct of business; it is fundamentally sound in principle and preeminently just and beneficent in practice, fostering and stimulating as it does the best ideals in commercial life; promoting character in business, and securing to its devotees the confidence of the public, which is in itself a valuable commercial asset.

There are certain inevitable laws in trade that affect in common the manufacturer, the jobber, and retailer, and price maintenance recognizes the basic principle of commercial justice and equity, namely, that the manufacturer, jobber and retailer, in the process of distribution are entitled to a fair living profit in the sale of any commodity. Experience has taught and I believe you will all bear me out in this statement, that the maintenance of prices will more nearly insure the maintenance of the quality of an article, than any other factor contributing to its sale. Not only will the maintenance of prices insure the high quality of an article, but also its very permanence on the market as well. A hardware merchant of my own city told me some time ago that price cutting to his knowledge, had driven from the market many an article of hardware of the highest merit; and the reason for this is perfectly obvious.

In the beginning I said there were certain inevitable laws of trade that affect in common the manufacturer, jobber, and retailer, and that work out with mathematical certainty; and one of these is that the article that is placed on the market without the stipulation that it must be sold at uniform prices, both wholesale and retail, will in a short time, be retailed at such low prices as to destroy all profit in its sale, thus killing the demand for it with both jobber and retailer, leaving open to the manufacturer as a last hopeless course, the lowering of his prices, which means the deterioration of the quality of the product; and so it seems to me that it can be logically maintained that price cutting

is demoralizing from beginning to end, working detriment, disappointment and loss to all concerned, manufacturers, jobbers, retailers and consumers.

The policy of price maintenance to be fairly and honestly carried out, entails upon the manufacturer the same obligations to strictly maintain prices, as it does upon the jobber or retailer. A salesman of ours would no more think of taking an order at a cut price than of sending in his resignation. A manufacturer advocating price maintenance must practice what he preaches; he must keep faith with the jobbers, and never take an order, however tempting, at cut prices. This policy has won for us the confidence and co-operation of the best jobbing trade in this country, and I can say in all candor that the time is past when we ever hear of a jobber cutting our prices. Price cutting is a species of commercial debauchery that rests upon the relentless doctrine of the survival of the fittest, upon the narrow, cold blooded principle that merchandizing is a sort of commercial warfare; that "all's fair in war" and "the devil take the hindmost." Price cutting lowers the commercial standing of the manufacturer, jobber or retailer who practices it, destroys profits, breeds distrust, fosters prevarication, forfeits confidence, and finally, robs the consumer by debasing the quality of the commodities upon which prices are cut, if not actually driving many of them from the market.

When you analyze it, the motive of the price cutter is always bad. Did you ever happen to notice that he usually selects an article for cutting that is well known and well advertised? He knows that the general public is better acquainted with such an article, and he figures that by selling such a well known article at a cut price, it will give the impression to the buying public that he is selling all other commodities at equally reduced prices. Whenever we run on to a commercial freebooter of this class who attempts to cut the price on our product, we invariably give him the opportunity of a limited number of rounds or a finish fight as he may prefer.

In contradistinction to the blighting effect of price cutting, price maintenance is in harmony with the soundest principles in business to-day. The manufacturer, jobber or retailer conducting his business under a broad, equitable system of uniform prices, commands confidence and respect, and establishes for a business that fine personality that we all prize so in the individual.

PYROGALLIC ACID RE-SUBLIMED

An important addition to our line of tested chemicals is Pyro re-sublimed, in cans.

This developing agent is put up with our usual attention to the frunishing of chemicals of known purity, and should form a part of every photographic stock. The efforts we have made to put out nothing but the highest quality of chemicals has had its effect, and dealers have had it proved to them by the demand from photo-

graphers that it pays to stock the "Kodak Tested chemicals."

The Price

1 oz. Can	$ .20
¼ lb. Can	.65
½ lb. Can	1.20
1 lb. Can	2.10

Discount to the trade, 30 .

BOOKLETS, ETC.

The distribution of 1911 Kodak catalogues has been completed, and we have sent to each dealer a sample copy of the 1911 Premo catalogue. Dealers who are stocking the Premo cameras and intend to push this line will be supplied on request with any reasonable quantity of catalogues with their names imprinted, same as on the Kodak catalogue; and in May Trade Circular we announced new display cards, hangers, etc., which we will have ready for distribution about the third week in June. Our advertising matter along these lines is the most tasty we have had for years, and there should be no excuse for any failure to make splendid displays with these cards to help. With the Kodak display cards we will send some cards dealing with Premo cameras, and these are the best Premo signs that we have seen.

The 1911 Summer Booklets and Brownie Booklets are in the press and should be ready for distribution in a week or two. Remember that we supply these abridged catalogues only on request, and the dealer who first places his order will be the first to receive his supply. They are of a size suitable for mailing, and with a good mailing list there is a fine opportunity for awakening new interest in Kodak goods. Our business in 1911 to date has exceeded all previous records, so we know that there is more photographic work being done all over the Dominion than in previous years. We are furnishing the advertising helps free of all charge, and it is up to the dealer to make these advertising helps work.

AN APOLOGY

One of the young men in the advertising department, after looking over our book, "Ten Little Adlets," broke forth into what he calls "verse."

As he has both a wife and child, and as this is his first offense (anybody can tell that by reading the stuff) and is otherwise a desirable citizen, he still holds his job. We feel rather proud of our leniency in condoning his offence, so proud in fact that we are printing these "verses" below so that you may see for yourselves how long-suffering we sometimes are In order to take up as little of the valuable space in this publication as possible, and in order to offend you as little as possible, we print his effusion in very small type. We trust that you will be as charitable toward us as we have been toward him:

TEN LITTLE ADLETS

Ten little adlets bound in a book,
One in the paper, people take a look.
Eight in the book, two in the paper.
Folks flock in like moths 'round a taper.
Three in the paper, seven to come,
Business now begins to hum.
Four of 'em working 'round the town,
Competitor wears a heavy frown.
Five ads busy, and five in store,
Goods from factory block the door.
Four in the book, six on the job,
Two more clerks to wait on the mob.
Seven ads have told their story,
Competitor's business gone to glory.
Three ads left, eager to work,
Boss sends out for another clerk.
Eight ads used, two are left—
Lift the cash bag—feel its heft.
Nine little ads their story have told,
Tenth one's ready before they're cold.

THE POSTER PLAN

Our poster being a new feature, so far as Kodak advertising is concerned, we can not point out to you the successes it has made—but the very fact that it is new should make it attractive to you.

Cameras have never been advertised on the bill boards to any appreciable extent. The bill boards therefore offer a new way, absolutely new in ninety-nine towns out of a hundred, of attracting attention to picture taking, and to the fact that *you* handle the goods that are being so widely advertised in the mazagines.

These posters are bound to attract attention because of the fact that they are actually photographic in effect—because they differ from the cheap two and three color posters that usually adorn the bill boards. They have the quality to appeal to that class of people that appreciates good pictures—and Kodaks. They will help you sell goods.

See March Trade Circular.

OUR ADVERTISING POST-CARDS A SUCCESS

Proof of the success of our Post-Card plan for creating new business lies in the fact that we get "repeat orders." For the most part, those dealers who use the post-card one year come back the next year.

And this year's card is, if anything, more interesting than those which have preceded it. The girl is so comely as to attract immediate attention, yet so modest and ladylike as to fully uphold the dignity of the whole proposition. It's a little difficult at times, to do the unusual in advertising without losing dignity. This post-card does it. Full details in the April Trade Circular.

NO PREMOETTE JUNIORS—YET

The Premoette Junior is such a good proposition that we cannot afford to weaken it by permitting any defective cameras to get out. To be frank about it, we are not satisfied with the way the shutters work. So the whole proposition is held up. This means more than making new shutters. It means, beginning at the beginning and making new tools from which to make new shutters. There is going to be a long delay—probably until fall.

All dealers who have ordered Premoette Juniors have been so advised. Just as soon as they are ready, we will again announce them in the Trade Circular, and begin to advertise them in the magazines.

The delay is disappointing to us and no doubt will be to you. But in the long run everybody will be better satisfied if there are no came-backs from disappointed customers. Delays are annoying—defects are fatal.

In the meantime the regular Premoettes are going better than ever, and the No. 1 is sure to please your customers who want very compact cameras with the film pack features for 2¼ x 3¼ pictures.

The

KODAK

FILM

TANK

should form a part of every vacation outfit.

KODAK

Whatever your favorite out-of-door sport may be, you can add to the pleasure by taking a

KODAK

with you.

We have a large line of Kodaks and Brownie Cameras. Ask us for a free copy of the new Kodak catalogue.

RICHARD ROE & CO.

Single Col. 119B. Double Col. 119A.

For vacation messages—
KODAK
VELVET GREEN
POST CARDS.

Let the Children KODAK

Kodaks and Brownie Cameras at our store from $1.00 to $111.00. Prompt Developing and Printing.

RICHARD ROE & CO.,
1001 TRIPOD AVENUE.

No. 860.

MORE SIGNS

Our last year's Velox sign for dealers who employed Velox as the only developing-out paper in their finishing departments, proved so popular that we have issued another one for this season.

The sign is printed in two colors, and you will notice by the small reproduction on the opposite page, that it is decidedly attractive. This card prominently displayed in your store will be a big help in obtaining developing and printing orders from customers with whom quality counts.

Sent prepaid, on request only.

The new car signs in full color are also ready for delivery.

The illustrations are unusually attractive and splendidly printed and are bound to attract business bringing attention.

Please remember — these car signs are for use in street car advertising only.

Sent on request.

Order by number.

WE REPEAT

To get prompt service write separate letters on separate subjects. They can all come in the same envelope but should be distinct and separate letters, as otherwise they must travel from department to department for attention.

You are not writing to a one-man office. There are over fifty people on our office force; we try, by having an ample force to expedite matters as much as possible, but before a letter can be passed from one department to another, there are frequently matters that must be looked up that will delay it for a time, and perhaps that part of your letter that you are in the greatest hurry to hear from, will not be the part attended to first.

Youngsters - Vacation - Brownies

Take a KODAK with you

We have everything for Kodakery. Prompt developing and printing.

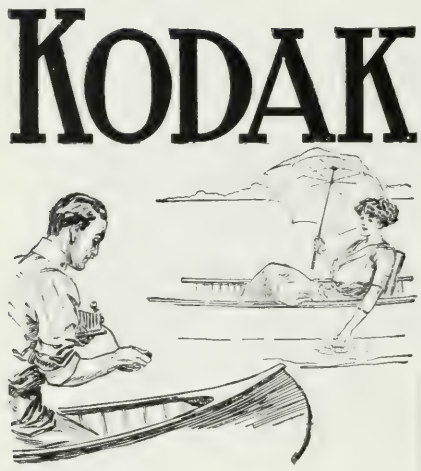
RICHARD ROE & CO.,
1001 TRIPOD AVENUE.

No. 971

You press the button; We do the rest

We are equipped to finish your films by the best methods and print them on the best paper, Velox, in the least possible time

Furnished upon request to any dealer who uses Velox exclusively in his finishing department, or has his work done where Velox is used exclusively.


KODAK
Just the gift for Graduation—a
KODAK
The graduate will appreciate it because it means an added pleasure in every good time of the Vacation days.
We are glad to show our line of Kodaks and Brownie Cameras and give you a free copy of the new Kodak catalogue.
RICHARD ROE & CO.

Single Col. 105B. Double Col. 105A.

SPEEDS FOR SPORTSMEN

This summer will see aviation meets all over the country. There will be automobile races and horse races and lacrosse matches and ball games galore. Tennis contests, shooting tournaments, polo and athletic meets will be held in all parts of the country. Thousands, yes, tens of thousands of well-to-do sportsmen will be interested in personally made pictures of these events. To make them with certainty of good results requires a focal plane shutter, yet these people want a small, compact, easily operated camera.

That camera is the 1A Speed Kodak. There are some such sportsmen among your acquaintances. Get a camera for stock; familiarize yourself with its workings, and then write them about it. In your talk do not overlook the other advantages of this camera—that it is great for dark day pictures and for slow in-door snapshots. Tell them about the conveniences of film and of tank development for their hunting and fishing trips.

There's a big first profit as well as the steady supply profits for you in this 1A Speed Kodak. But you need it in your show case.

ANOTHER GOOD WINDOW DISPLAY

Through the courtesy of the J. Sussman Photo Stock Co. we are enabled to reproduce in this issue a decidedly novel and attractive Kodak Film window display. The long strips of paper suspending the film cartridges were of different colors; the contrasting colors being a decided help in attracting the attention of passers-by. Like most other good displays it is exceedingly simple, and is also inexpensive and bound to attract attention.

Have the Goods in Stock.

AN ATTRACTIVE KODAK FILM DISPLAY.

Courtsey J. Sussman Photo Stock Co.

CLERK OR SALESMAN

"A roll of ten exposures 3A film?"

"Seventy cents, thank you—good morning."

A slot machine could have made that sale.

The foregoing was brought to mind by the remark of an amateur photographer who said: "I was in three different stock houses to-day, and in no instance was my attention called to any goods in stock, other than the article called for."

When you go in a furnishing goods store, for a supply of collars, it's ten to one the clerk will call your attention to something new in shirts or neckwear.

Purchase a pair of shoes, and you're lucky if you get out without a pair of shoe trees or a box of polish.

Go into a barber shop for a shave, and the barber will suggest hair cut, hair tonic, shampoo or singe.

All this is salesmanship.

The men behind your counters are paid for moving the goods from your shelves into the hands of your customers, and the more they move the more both you and your employees make.

The real salesman counts it a sale lost when he only sells the customer the thing the customer had determined to purchase before entering the store.

The real salesman prides himself on his ability to tactfully and convincingly present goods for the consideration of the customer that he had not thought of purchasing.

The next customer that enters your store may be a beginner without knowledge of the hundred and one things you have in stock that he can use to advantage. He may see them on your shelves or in your showcase, yet if they are not called to his attention and explained to him, they remain there.

And perhaps the next day he goes into the establishment of your competitor, and *is* shown these things, is he coming back to you? Perhaps—and perhaps not.

If it is essential that the clerk retailing necessities be a real salesman, how much more important it is that your employees handling luxuries be equally efficient.

Kodak Portrait Attachments are not going to hop up on the counter and tell what wonderfully clever little helps they are, neither are the Autotime Scales.

The same with Velox Water Color Stamps, the Flash Sheet Holder, and all the other sundries that carry a comfortable profit.

The customer for the 3A film for his regular 3A Kodak might not be scared a bit if you showed him the 3A Special.

The young man requesting a dozen 4x5 Velox might also try a dozen of Velvet Green if you told him about it.

You are a salesman, or else you could not be at the head of a place where they sell goods—but how about the rest of your employees? A little talk on showing goods may raise the efficiency of your sales force amazingly—and any clerk in your employ whose sales show a steady and decided increase would be in line for more in his pay envelope, wouldn't he?

Have salesmen, not clerks.

For BEST results—
C. K. Tested Chemicals.

You cover your town with Kodak advertising—we cover the Dominion.

When these two connect, the goods quickly leave your shelves.

Connect them, then, using the new cuts we supply.

KODAK

For the June Bride

A KODAK

A wedding gift that will be appreciated because it will mean added pleasure on the honeymoon journey and in the home making days to come.

We are always glad to show our line of Kodaks and Brownie Cameras and explain how easy they are to use in the Kodak "all by daylight" way.

RICHARD ROE & COMPANY.

Single Col. 101B. Double Col. 101A.

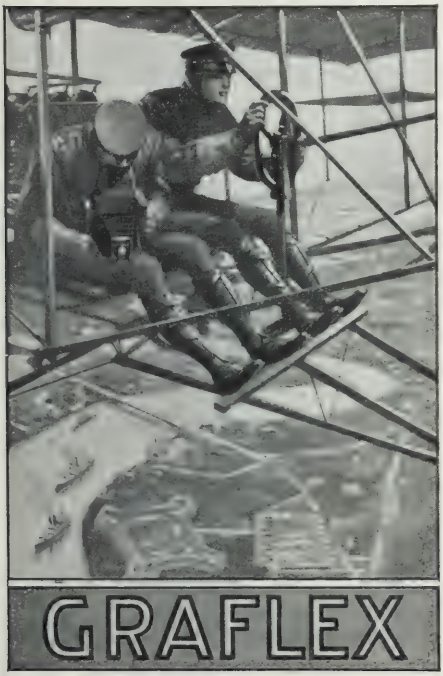
FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VIII., No. 3. TORONTO, CAN. JULY, 1911.



Cover of Graflex Catalogue.

GRAFLEX CAMERAS

We have taken over the Canadian business of the Folmer & Schwing Div. of the Eastman Kodak Co., makers of the celebrated Graflex Cameras, and towards the end of the month a catalogue will be sent to each dealer on our books.

The demand for these Cameras has been a surprise to us, and we feel that in introducing these goods to our trade we are doing a good turn to the dealer as well as to ourselves.

In every locality there are a number of people who will gladly pay the price for a Graflex as soon as they are shown the Camera, and the remarkable results that can be obtained with it.

Nearly everyone, at times, wants to make snap-shots indoors—the Graflex will do it and make a fully timed negative. Many want to photograph on dark days or in the deep woods—the Graflex will do this work and do it better than any Camera that has ever been invented. In addition to this, the Graflex will make exposures as short as 1-1000 of a second and time exposures of any duration.

When you let your customer look in the focusing hood of the Graflex, he sees the image brilliantly located right side up the size it will appear in the negative up to the instant of exposure. It is not necessary to use focusing scale or finder—there is no uncertainty.

Discount—32% from the list prices shown in the catalogue we will send. Terms of sale on the Graflex line will be the same as on Kodaks and Brownies.

VERY MUCH ALIVE

In our school days we were impressively told that Daniel Webster when near death's door had said: "I still live."

From this we were taught that our great deeds would have a lasting effect on posterity. Later on we learned that what the dying statesman really said was: "I ain't dead yet."

For more than a score of years there have been frequent croppings up of the report that amateur photography was about to wane, or was on the wane, or venturing too close to the toboggan. "It ain't dead yet" or "it still lives." Choose your phrase.

The facts are that amateur photography with ninety-nine Kodakers out of a hundred has never been a "hobby." It has simply been a means of taking pictures of things related to their real hobbies—and no matter how often they might change from one hobby to another, they clung to the little box that helped them get pictures of the thing that at the time interested them. Hobbies die. Kodaking, never having been a hobby, remains very much alive.

Right now there's the usual healthy growth in the business and any dealer who isn't getting his share of the increase can be sure that he's letting opportunities slip away from him.

Here's a straw. May, 1910, showed an unusually large number of requests for Kodak catalogues. May, 1911, showed a 50% increase over those for the year before. Every one of those inquiries received a catalogue and was told by letter to "*buy of the dealer,*" and, outside of the very large cities, was told who the dealer or dealers are.

There's no way to account for this except—increased interest.

Have you got the goods?

THE PEGGY POST CARD

Our advertising Post Card for this season is by far the most attractive one we have issued. Peggy has made the acquaintance of millions of possible buyers through our full page advertisements in the May and June magazines.

Make her your *personal* representative *now*.

See the April Trade Circular for full particulars.

KODAK VELVET GREEN Brownie Post Cards

The heavy demand for the small Brownie Post Cards, 2¾ x 4¼, coated with the Kodak Velvet Green emulsion, has resulted in our placing this grade on the market.

Order a liberal quantity and tell your Brownie customers that you have them in stock.

Price and discount the same as for Brownie Velox Post Cards.

VACATION SUNDRIES

Color Screens,
Portrait Attachments,
Metal Tripods,
Flash Sheets,
Film Tanks,
Autotime Scales,
Post Cards.

BROWNIE

TAKE ALONG A

BROWNIE

The camera that is so simple a child can use it, but which makes pictures so good that the grown-ups are proud to preserve them as a record of the summer's pleasures.

We have all the Brownie family,

$1.00 to $12.00

RICHARD ROE & CO.

Single Col. Cut No. 116B.
Double Col. Cut No. 116A.

A LARGER PROFIT LEVER

Every good negative an amateur produces is an incentive to further efforts. The more good negatives he can produce, the greater his interest is in picture making, and correspondingly his expenditure for supplies with you.

One successful enthusiastic amateur can make a lot of friends and customers for you, while an unsuccessful one can deter a good many people from taking up picture making.

Assist your amateur customers in the producing of good negatives by showing them the simplest and most accurate means for the correct estimating of exposures—PUSH THE KODAK AUTOTIME SCALES.

Every owner of a camera to which these scales can be attached should have one, their cost is small and their practical value is great.

As an aid to you in promoting sales of this most practical device, we have prepared a little folder fully explaining the workings of the Kodak Autotime Exposure Scale.

The circular is illustrated with subjects of different character, and is in effect a practical demonstration of the scale's efficiency.

These circulars are sent on request only—get these little silent salesmen working for you—How many, please?

KEEP ME ON FILE

Quite often there's something in my pages that's worth preserving for future reference.

Write to the Adv. Dept., Canadian Kodak Co., Limited, for a Trade Circular binder to keep me in. Like me, it's free.

ABOUT SIGNS

The sign is a very valuable supplement to any advertising campaign, for not only does it connect up with the general publicity of the manufacturer, but it also backs up and emphasizes the local advertising of the dealers.

This is true for the reason that the sign is one of the final notes in what is known as cumulative advertising.

To illustrate: In all our advertising, we say—"go to the dealer," but naturally we cannot say just who the dealer is and where he is located. Of all the people who daily pass your store, practically all of them see general Kodak advertising in some form or another.

Let them see an attractive display of signs in your show window, and immediately a train of associations is started—not only on the uses and pleasures of photography, but also on the fact that here is the store which they have been urged to go to. And the more attractive you make your display, and the greater variety in which you present it from week to week, the stronger appeal do you make to the passerby to come in.

The point of all this is the use and care of signs—particularly the assortment which we send you this month. And we are going to make the following suggestions, which please take for what they are worth to you.

Just because we have a great variety of signs, do not attempt to display them all at once.

Variety is the spice of advertising, as it is of life. Hold back part of your signs until the newness has began to wear off those which you first put up.

And even after you have displayed them all, it does no harm to give some a rest occasionally, taking them down, and after a week or so, putting them up again.

Interchange the positions of the signs in your store, occasionally. Do not leave each particular sign indefinitely in the first place you put it. A change in position of even the same signs will add a new aspect to your walls, and really freshen up your display.

In hanging signs, either in store or window, do not put them up in a hit-or-miss, hodgepodge fashion, but hang them as you would an exhibition in an art display.

Photography is essentially artistic, it appeals to people of artistic tastes, and so should your display.

Keep close watch of the condition of your signs. If any warp or bend, a few moments' manipulation will restore them to their original shapes. If any become grimy or noticeably fly-specked, discard them at once. We will furnish you with more.

It is well to have a definite drawer or cupboard in which signs, and nothing but signs, are kept until finally used up.

Be careful of the timeliness of your signs. The writer had this point forcibly impressed on his mind, as he was walking down the street of a small city on a hot, sultry day last month. Passing by the store of a Kodak dealer, his eyes were assailed by the statement that "all the recreations of the crisp outdoors await your Kodak." You remember the sign. It's one representing a girl skating, which we sent you last winter.

Much better no sign at all than an absurdity.

The Window

In the window which we illustrate this month, we have tried to show the use of signs along the ideas suggested above.

We could easily have used less signs effectively, but have thought it best to put in the limit. We do not believe that another sign could be added to this window without over-crowding. An illustration of our first suggestion.

As we will send you Kodak, Brownie and Premo signs, we have used groups of these cameras in the body of the window—not too many cameras, but just enough to balance.

The Summer Booklets around the edges set off the whole.

A very simple, but we think, an effective window.

READ YOUR TRADE CIRCULAR

In our offices here we have a simple little plan that works exceedingly well:

Whenever the head of any department has a letter or printed matter containing anything of general interest, it is passed through the department, each person reading it, placing his initials upon it; the head of the department upon its return to him can then tell by checking the signatures whether every one has read it or not.

Try this plan with your salesmen for the Trade Circular.

Keep your salesmen posted—see that they read the Trade Circular

Let us show you the advantages of the Premo Film Pack---

its simplicity of loading and operating; the ease with which it will convert any plate camera into a daylight loading film camera, and its unique feature, permitting the removal of one or more films for tray or tank development at any time.

And examine our line of Premo Film and Plate cameras. Premo catalogue and booklets free.

John Doe & Company
1234 Premo Street.

Cut No. 302.

INCREASED SALES ONE-THIRD.

"I am deeply indebted to you for the eight sheet posters.

"I have had them on twenty stands for the past month and feel absolutely confident that they have increased the sales of Kodaks above one-third.

"One and sometimes two a day for a city of seven thousand is the result."

(Extract from a dealer's letter, June 9th.)

NEPERA PAPER DISCONTINUED

In accordance with our established policy of discontinuing the manufacture of goods no longer in general demand, we announce the discontinuance of Nepera Paper. Artura Paper so fully meets the needs of professional photographers that there is now no room for Nepera. This discontinuance takes effect at once.

UNDER THE EVENING LAMP

In the Trade Circular of July, 1910, we quoted the following from Robert Frothingham, the Advertising Manager of the Butterick publications in a talk to retail merchants: "More goods are sold at home under the evening lamp than you dream of.

"Put up your lightning rod. Let your customers know that you can deliver to them the goods which great advertising *paid for by manufacturers* has interested them in:

"Ask for electrotypes suitable to run in your own advertising."

"Hook Their Trade Mark to Your Store."

In hundreds of homes *in your town,* every evening there are prospective vacationists perusing one or more of the standard magazines in which Kodak advertising appears.

The pleasures of Kodakery, the simplicity, efficiency and reliability of Kodak goods are called to their attention in the most attractive and convincing manner we can devise, and every bit of this nationwide publicity is *for the dealer.*

Every direct response that we receive is referred to the nearest local dealer (except in the largest cities).

Help us to still further convince those favorably impressed by our advertising, with *your local* advertising. That will get them into *your* store, and in actual contact with the goods.

The ten little adlets which we sent you will help business, but for big results your advertising must be systematic and continuous.

Those of you whose boyhood was spent in some one of the smaller towns will recall the village character who went up and down Main street with the big dinner bell before every auction sale.

Now if the man with the bell had paraded the length of the street but once or twice, you and a good many others would not have heard him, but up and down, up and down he went, till every one who had occasion to be on Main street that day knew there was an auction at Smithers' store.

Help the prospective buyers under the evening lamp to become actual customers at *your* store.

Every Vacationist

is a possible

Kodak or Brownie

customer----

ADVERTISE

1
1
1

2
2
2

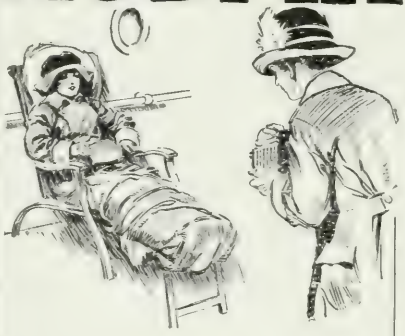
TRIPLE NUMBERS ON 2½ x 4¼ N. C. FILM

It sometimes happens, not often, however, that with some of the smaller sizes of film, the numbers on the duplex paper do not come in exact register with the red window in the back of the Kodak.

As the film for 2½ x 4¼ exposures enjoys the heaviest sale in the smaller sizes, we are now numbering the protecting paper for this size as shown above.

To avoid any misunderstandings on the part of your customers, for this size of film, please explain to them this new method of numbering.

KODAK



Take a Kodak with you

Vacation pleasures are all - the - year pleasures when your Kodak keeps the record.

Kodaks, - $5.00 to $111.00

Ask us for a free copy of the Kodak catalogue.

RICHARD ROE & CO.

Single Col. Cut No. 103B.
Double Col. Cut No. 103A.

WITH NEXT SHIPMENT

It has always been our aim to keep on hand as large a stock of our several lines of goods as could reasonably be expected, but in spite of this there have been times when we were short of items, the demand for which it was humanly impossible to gauge.

We propose to send items omitted, under conditions mentioned above, with next shipment, and items short will be indicated on the invoice in this way. There are a good many of our customers who order from three to four times a month, and for these there will be no inconvenience. When a dealer receives an invoice on which some items are indicated as short, we would suggest that he go over his stock and in all probability he will find that there are goods he wants which he can order to come along with the items marked "With next shipment."

A PROFITABLE ERROR

In a recent issue of the Trade Circular we remarked, "A Kodak in stock is worth two in the catalogue," and we also had something to say about stocking the higher priced instruments.

We are of the opinion that there is not a single dealer handling the Kodak line but what can find at least one customer for a high grade equipment, and the following extract from a dealer in one of the smaller cities bears us out:

"A few days ago we ordered a 3A Kodak to sell for $25.00 which, by mistake, we called Special 3A Kodak, and we received, of course, the Kodak that sells for $65.00. But we wish to notify you that we 'got busy' and sold it the same day we received it."

This little error in ordering slid some nice extra profit musically jingling into the till and we venture a guess that that dealer's hand won't tremble a bit when he knowingly sends in another order for Specials.

Stock the goods! Stock the goods! Have at least a sample of the Specials and Speeds on hand. Many an amateur has made up his mind to purchase a high grade outfit and has had his ardor cooled through having to wait or else has gone to some more enterprising dealer with his little bunch of ten dollar bills.

Many an amateur has been perfectly satisfied with his regular equipment until he has seen and examined a Special—the actual examination of the goods has closed the sale with many a seemingly hopeless prospect.

Stock the goods!

NOTICE.

From time to time we have complaints from dealers of shortages in freight shipments, usually cameras, and in many instances when the dealer unpacks the goods he finds the cardboard cartons without the cameras which should be in them, even though the boxes show no signs of having been tampered with.

Now, the railroad companies admit that there is pilfering, and they are only too happy to get hold of the pilferer.

Please bear in mind that if you give the railroad company a clean receipt for damaged goods or for shipment in which there is a shortage you do so at your own risk, our responsibility ceasing when we take transportation company's receipt. Broken goods should be refused or a full description made by the agent of the company on the expense bill, and in case of shortages the same notation should be made. The paid freight bill with such notations is necessary in making claim against the railroad company and without this claim will not be entertained.

When necessary, we will do all in our power to help our customers in collecting their claims from transportation company.

Your Show Window should create a desire for the goods, as well as informing the public that you handle them. See page 4.

KODAK

Every day is a Kodak day with the

No. 1A SPEED KODAK

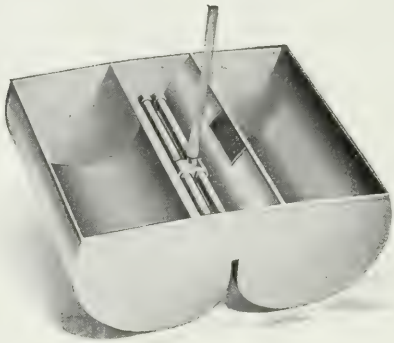
Makes snap shots on cloudy days and even indoors.

PRICE, $60.00.

RICHARD ROE & COMPANY.

Double Column Cut No. 118A. Single Column Cut No. 118B.

Rounds Print Washer



The ideal device for quick and thorough washing of prints. The compartments, as illustrated, are so designed that the water, entering in little jets at the bottom, takes on a swirling motion, keeping the prints separated and in motion without risk of injuring them or of their leaving the tank with the overflow.

Place the washer in the sink and connect hose to faucet. Prints wash without further attention. Rust proof.

Capacity: 100 5 x 7; 150 4 x 5 or smaller prints. Ideal for your Finishing Department.

Price - - $10.00, less 33$\frac{1}{3}$ %

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VIII., No. 5. TORONTO, CAN. SEPTEMBER, 1911.

SPEED AND SPECIAL TIME.

Every amateur enthusiastic over his summer successes will appreciate the added advantage of the splendid optical equipment of the Speed and Special Kodaks for the short days that will soon be here. Many a prospective Kodaker, whose interest has been aroused as to the possibilities of Kodak picture making in the home, will also see the anastigmat and speed shutter advantage. While it is true that the majority will be satisfied with the regular equipment, there are many willing and able to purchase the higher priced instruments if they are intelligently presented to their notice. But it is in rare instances only that such sales can be made from the catalogue. Personal inspection, while interest and desire are at the highest point, has made many a sale that would have been lost had the prospect been allowed to take a catalogue home and "study it over."

Have the Specials and Speeds in stock; show them and clinch the sales by being able to deliver the goods then and there.

BE SURE OF YOUR SHARE.

Our booklet "At Home With the Kodak" has accomplished much in arousing and sustaining interest in the making of the little home pictures. Thousands of parents have had their interest aroused in picture making; many of them have purchased Kodaks, many more will become Kodakers if you will do your part in getting them into your store and explaining how simple and easy it is to make pictures the Kodak way.

Our September advertising in all the leading women's publications, standard magazines, and a large number of mail-order and farm papers particularly features "At Home With the Kodak." All this advertising contains the statement that the book may be had *at the dealers*. We have a new edition just off the press and we are willing to furnish all you can use *with your imprint*. Get in your order for the booklets right away; have the goods in stock and get your share of this new business.

BEST—C. K. Tested Chemicals

STILL WORKING.

It is at least fifteen years since the above advertisement of the original Pocket Kodak appeared in the *Scientific American,* yet only the other day we received a letter with the advertisement, and a request for the sample print and booklet mentioned.

On several occasions we have received responses to our advertisements, long after their pulling power could have reasonably been expected to continue.

No great significance can be attached to such occurrences except that they demonstrate the fact that people do read and respond to advertising.

It would have been remarkable, however, had we ceased to advertise at the time the above advertisement appeared, and people generally continued to respond.

From the start Kodak publicity has been continuous, every week, every month the story has been told—there has been no let up, either in our efforts to market our goods through you, or to improve the quality of every product that bears the Kodak trade mark.

And this advertising will continue, equally strong, and always *for* and not *at* the dealer.

Brownie Enlarging Camera Time.

THE RETAILER'S BEST FRIEND,

The Local Newspaper.

We are firm believers in the value of newspaper advertising for the dealer.

Those dealers in Kodak goods who have made consistent and persistent use of the local newspapers have been the most successful. It is but natural that the editors and owners of newspapers should speak strongly of the advantages of newspaper advertising for the retailer, but when the editor of a magazine also advocates the use of the newspaper, we should thoroughly consider what he has to say.

At a banquet of the National Sales Managers' Association, held recently, the editor of a prominent trade magazine—the *Office Outfitter,* had this to say about the advertising value of the daily newspaper:

"The local newspaper is the best friend that a retailer can hope to have. It is the means by which he is enabled to carry his business messages right into the very heart of the homes, where they will be read and listened to by every member of the household.

"The local newspaper stands by the local merchant through thick and thin. Like the trade paper, it works when it gets paid and when it doesn't. The merchant who does not use his local paper liberally is paying for it just the same. He may not think so, but he is. The local paper is the backbone of good government. It is the most potent force in moulding public opinion, and to the credit of local editors, be it said,

that as a class the local newspaper is the most incorruptible institution of the present day.

"If there is a single retailer anywhere in the country who does not use his local newspaper liberally and intelligently he is making the greatest mistake of his business career, for the local newspaper will furnish the demand which will sell his goods.

"Using the local newspaper does not consist in running standing advertisements, but it does consist in supplying the editor with the best copy that can be procured, in liberal quantity and a change of copy for every issue. The man who does not change his copy hurts himself and hurts the paper. His trade wants a new message, and the man who puts up his new message in the most attractive manner is the man who gets the business."

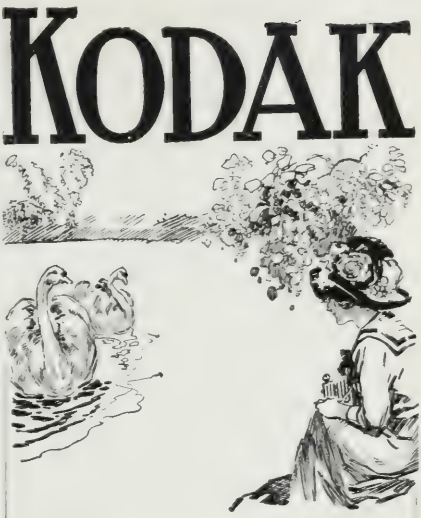
ON THEIR OWN GROUND.

Owing to our ability to purchase in large quantities, we have been able to close an unusually satisfactory contract for Elon.

The list price will remain as heretofore, but the discount will be increased to 40 per cent., and in lots of 10 pounds or more, assorted quantities, 50 per cent.

This extra discount will enable you to meet, in a most satisfactory manner, all competition on alleged similar developing agents.

For those vacation pictures—
KODAK VELVET GREEN


KODAK
Every outdoor day invites your
KODAK
For the indoor days let us present you with a free copy of "At Home with the Kodak," the booklet that makes home portraiture easy.
Richard Roe & Co.

Single Col. 104B. Double Col. 104A.

Seasonable

VELOX TRANSPARENT
WATER COLOR STAMPS

Easy to Use—
Easy to Sell

THE NEW YEAR CALENDAR.

The amateur has taken most kindly to the Calendar as an effective mounting for his prints to be given as holiday remembrances, and dealers who have pushed calendars have collected a tidy bit of profit.

Our calendar for the coming season is the most attractive we have ever offered, as will be noted by the illustration on the opposite page.

The stock is first quality and extra heavy, and the colors harmonize perfectly with either black and white or sepia toned prints.

The cut-out is attached to the mount proper by a neat silk cord, and the print may be tipped on or mounted solid as preferred.

The New Year Calendar is made in both brown and gray, and supplied in a variety of openings for both vertical and horizontal pictures in all the standard amateur sizes.

FURNISHED IN GREY ONLY.

The Price.

New Year Calendar.

FOR HORIZONTAL PHOTOS.

No.	For Prints	Size		
1	2¼ x 3¼	5⅜ x 8	Outside	$ 9.00 per 100
2	2½ x 4¼	6½ x 7¾	"	9.50 "
3	3½ x 3½	5½ x 9½	"	9.50 "
4	3¼ x 4¼	6½ x 8⅝	"	10.00 "
5	3¼ x 5½	7¾ x 10⅜	"	11.50 "
6	4 x 5	7½ x 10⅞	"	11.50 "
7	4¼ x 6½	9¼ x 11⅞	"	15.00 "
8	5 x 7	10 x 12½	"	18.00 "

FOR VERTICAL PHOTOS.

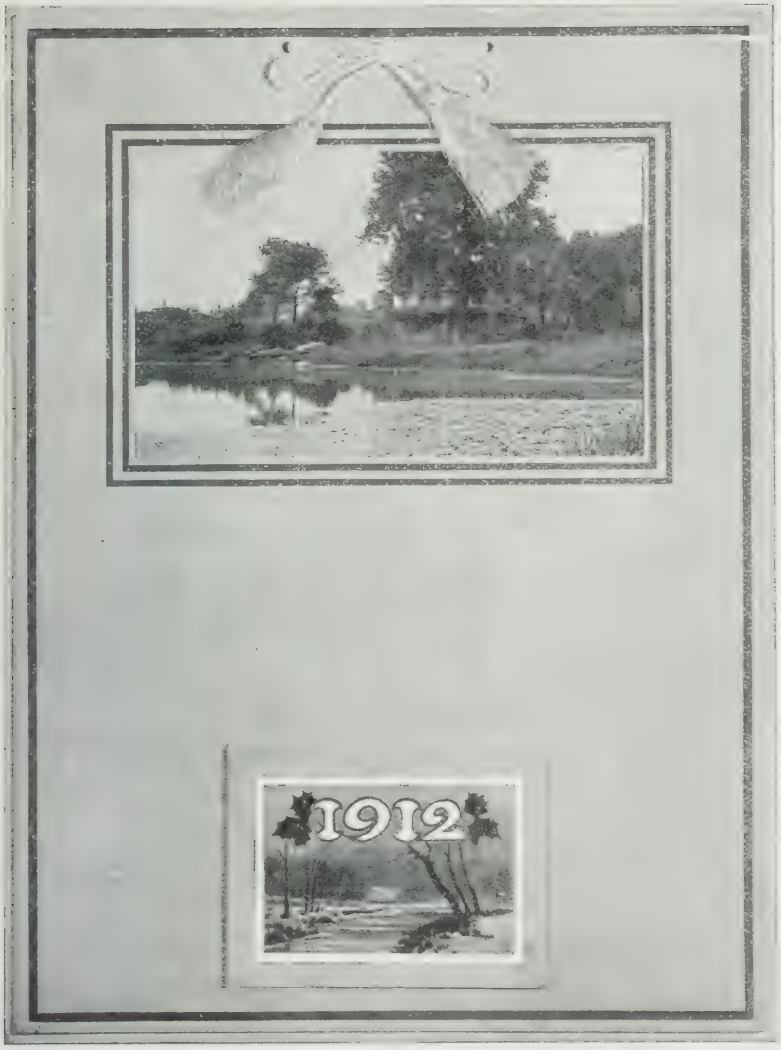
No.	For Prints	Size		
9	2½ x 4¼	4¾ x 9⅝	Outside	$ 9.50 per 100
10	3¼ x 5½	5⅜ x 11⅜	"	11.50 "

Put up 25 in a box. Orders accepted for smaller quantities if desired.
Discount to the trade, 40%.
Extra Pads, smaller size, $1.50 per 100, less 25%.
Large size, 1.75 " " 25%.

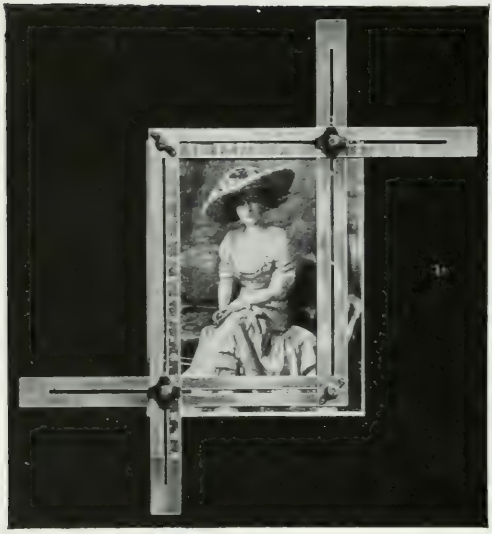
Have our amateur booklets on hand.

"At Home With the Kodak," the "Velox Book," "By Flashlight," "Bromide Enlarging With a Kodak."

How many, please?



The New Year Calendar.



EASTMAN DUPLEX PRINT SQUARE.

The above cut clearly illustrates the great practical utility of this clever device.

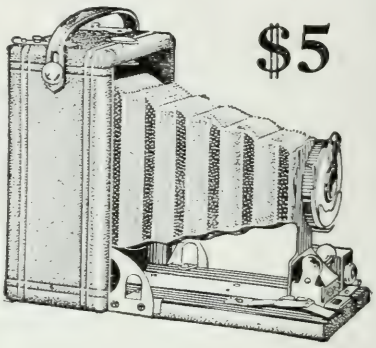
With the Eastman Duplex Print Square, the correct and accurate spacing and trimming of prints is an exceedingly simple proposition; especially valuable for spacing and trimming prints for the popular loose print folders.

The square is made of aluminum, and may be instantly adjusted to any rectangle from three to fourteen inches.

Each square neatly boxed.

THE PRICE.

Eastman Duplex Print Square, -	$4.00
Discount to the trade, - -	33⅓



$5

Premoette

An excellent camera for all around use – extremely light and compact.

So easy to understand and operate, that anyone, without experience, can make good pictures with it.

Loads in daylight with Premo Film Pack. Makes 2¼ x 3¼ pictures.

Premo catalogues and booklets free.

John Doe & Company
1121 Premo Street

Cut No. 326

CORRECTION.

On page 29 of Premo Catalogue we show Pony Premos No. 4, 6 and 7, fitted with B. &. L. Zeiss Protar Lens working at *f* 6.3, whereas the lenses of numbers listed work at *f* .7 or 7.7. This is an error which you will please explain to your customers by saying that the slower lens is convertible into two lenses of dissimilar foci, yielding, with the doublet, three lenses. The components of the *f* 6.3 lens are each of same focal length and thus give only two lenses instead of three. Of course an *f* 6.3 lens can be fitted instead of the *f* 7 or 7.7 lens at an additional charge.

Increased efficiency in your Finishing Department.

To help you attain it is the mission of the

Educational Department.

The tuition is free.

Write for particulars.

BROWNIE

Now for the Home Pictures.

An illustrated story of the childhood days is easy to make with a

BROWNIE CAMERA

They work like the Kodaks.

Brownies $1.00 to $12.00.

Ask us for a free copy of "At Home with the Kodak" the booklet that tells how to make home pictures.

RICHARD ROE & CO.

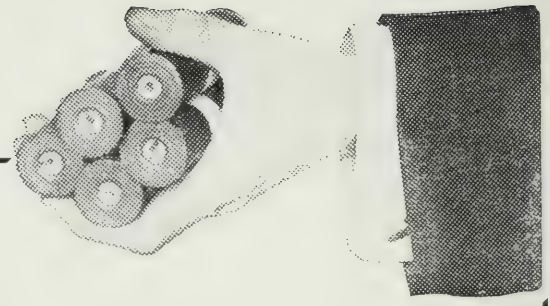
Single Col. 112B. Double Col. 112 A.

ARISTO PRINTING LAMP AND CABINET.

Owing to an advance in price by the manufacturers, the list price on the Aristo Printing Lamp will hereafter be $90.00.

Aristo Printing Cabinet, and Aristo Lamp, complete, $142.00.

Discount to the trade, 25%.



Bring Us Your Vacation Films.

Anyone can do Kodak finishing, but few can do it as well as we do. Our plant is fitted with every convenience to insure perfect work.

We are headquarters for

KODAKS, BROWNIES, PREMO
and GRAFLEX CAMERAS,
VELOX PAPER and
everything for the amatuer.

Richard Roe & Co.

Cut No. 271 E.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VIII., No. 6. TORONTO, CAN. OCTOBER, 1911.

JONES — Kodak Dealer who believed that Kodakery was alive only Six Months of the Year.

"Can't buy those goods at this time of year for winter is right here and people are not interested in photography in winter."

That's the jolt a Kodak salesman had handed to him recently by a dealer in a live town, to whom he had pointed out his poor stock of cameras, etc. Mr. Jones was a good one at ordering from April 1st to August 31st, but had always followed the croakers and believed that there was nothing doing in amateur photography from October 1st to March 31st—in September he was preparing for retirement and watched the big thermometer at his door very closely.

Our salesman knew his business and figured that he would be doing a good day's work if he succeeded in knocking this notion out of Mr. Jones' head. And he did it. How? By using some horse sense, coupled with general observation of conditions, and we give the line of talk he handed out to this Mr. Jones—he isn't the only one.

Had Mr. Jones ever seen some mighty high-priced painting of autumn scenes? Yes! but had never thought of suggesting to his customers that with a Color Screen beautiful pictures could be made in the fall—on the same general lines as those high-priced paintings. Jones' artistic sense had failed him, but we all haven't got this sense.

Like a wise salesman, this Kodak man admitted that the tendency was to go with the crowd and hold the same opinion as Jones, but he pointed out that amateur photographers did not hibernate like Bruin and the salesman worked twelve months selling photo goods

instead of laying off for six months like Jones. It's all right to say that muslins sell heaviest for summer and tweeds for winter, but Kodakery is not on a par with these staples of the dry goods trade. You can't compare them.

There was a time—not so long ago—when amateur photography was a sort of craze—something like ping-pong—but there was more to it than to ping-pong. You remember the bicycle craze, yet there are more bicycles made and sold to-day than at the height of the craze. There was more to bicycles than there was to ping-pong. Same with automobiles, more so with Kodakery. Bicycles and automobiles fill a real need in human life—same way as Kodakery does. Don't believe the people of this town like pictures and picture making better in summer than in winter. People from all time have felt a liking for and need of pictures, and they still feel it all the time all year round.

You have not dwelt on the opportunities for picture making in winter as heavily as you do on similar opportunities in summer. These opportunities don't hit your customers in the face in winter as they do in summer, because you have never stirred things up—where are your show cards? I don't see any cameras in the showcase. Oh! you have them behind there. The letter sign on the window, then, is the only thing to indicate that you sell Kodak goods.

Now, because some people hug the stove from October to April you don't believe everybody follows their lead—no, you have only to look up street and around the lots in winter to see what I say is true. Just as many sleighs and cutters go by as rigs in summer. Then winter sports are as many and as varied as summer sports. Have you a picture of the collegiate hockey team practising at recess? Have you a picture of the youngsters sliding down that hill? Have you a picture of the ice-formation at the town dam? The young folks skate by day as well as by night, don't they? People who skate at night are largely those who have no other time, aren't they, Mr. Jones? How about snow-shoeing and tobogganing? The young people go in for them by day as well as by night. You never tried to stir things up in the Kodak line during the winter, but just accepted the lead of others. You know the youngsters don't stick around the house all winter long. Try and interest them. Get a few pictures of children sliding and so on and have them enlarged. Then dress your window with these pictures as carefully as you would in July and August. They will be interested and you can interest their elders, too. They can be shown.

Now, that lady who has just bought some stamps has a baby carriage out there and I guess she has a baby. Oh! your doctor's wife. Did you ever suggest to her that she Kodak that baby? Why? Certainly she can take good indoor pictures of that baby. That's one reason why we printed "At Home With a Kodak." Don't let her wait till summer, for the baby is growing all the time and at six months is not the same as at four weeks—looks different. She would take pictures of the baby every day almost, if you showed her how easily it could be done. Give her this copy—I have some spare copies, so it's all right. That's one good

chance you have overlooked—can you figure up how many you have lost?

There's a gentleman going out for a drive. Mr. Curtis, the banker, you say, one of your best customers, and I'll bet you never suggested to him that he could take a Kodak with him in winter as well as in summer.

Well here's another—you have a number of card clubs, bridge parties and small house dances every week in this town right through the winter. Wouldn't the members of these clubs like to have pictures of the gatherings? Did you ever suggest it? No—well here's "By Flashlight" explaining how easily such pictures can be made, without any danger of explosions, for Flash Sheets don't do that.

Now, Mr. Jones, you see that there are opportunities for winter Kodakery, indoor as well as outdoor, and there are other points we have not gone into so we will just look over your stock and see what you need. I'll have the house send you up a good supply of Winter Books, Velox Manuals, "At Home," "By Flashlight," etc. No, I didn't forget Portrait Attachments and Color Screens—sending you two for each camera. They will sell all right, as well as this Flash Sheet Holder. I'll mail the order right away.

When you have things going a little better, put on a competition for winter negatives—it will fall flat if you start it now.

Concentrate on the younger people—the grown-ups will follow their lead.

Go strong on home portraiture, it's a comparatively new field, but it's a winner, for at every Kodak Exhibition it's the Home Portraiture Screen that draws the ladies, and they quickly take it up if you show them how easily they can make good indoor pictures.

Next time I call we will go into it again, but don't wait till I call if you want information. Write the house and they will be glad to tell you what you want to know.

Always remember the same features which make the Kodak line desirable for your store in summer make it more desirable in winter, particularly at the holiday season. There have been some bad breaks made about the Canadian winter, but you know better now. Goodbye!

CALENDARS.

The advance sale of our 1912 New Year Calendar has been most satisfactory, and shipments begin according to date of the orders, about October 15th, for the goods are quickly coming through the factory and we fully expect to be in a position to fill promptly all orders already received. It is plain that these Calendars are strictly seasonable goods, which means that the manufacturing must be done on a very carefully estimated output, and it is a hard matter to make such an estimate as will enable us to take care of repeat orders which come along towards the end of the season. Dealers will therefore consult their own interests and oblige us considerably by letting us have their orders—repeats or initial—at the earliest possible moment. To secure good service, order at once.

FOR YOUR INTERESTS AND OUR OWN

Above is a picture of the Kodak booth at the Canadian National Exhibition recently held in Toronto. It is estimated that approximately 1,000,000 people from all over the Dominion attended this exhibition, and the men in charge of the Kodak exhibit saw a good proportion of this number for the exhibit occupied prominent space in the main aisle of the Manufacturers' Building, and you could hear, "Oh! there's the Kodak" pretty near all the time. A full line of Kodaks, Brownies, Premos and Graflex cameras were on hand, and there was always a crowd of interested spectators. Youngsters and grown-ups were interested, and made it a point to look over the pictures on the screens and examine the goods. The Graflex line and the Special Kodaks came in for a good deal of attention, and it is certain that a good many sales will result from the explanations given. Another pleasing feature of this exhibition was that it gave us an opportunity of meeting a large number of our dealers—the people who sell Kodaks—to whom the exhibit must have been an inspiration.

TO THE FRONT

Just at this season of the year the sale of Kodaks and Brownies may be expected to slow up a bit, but the returned vacationist is in the market hungry for a long line of profit bearing sundries.

First and foremost he is sure to need Velox—check up and meet his demands. He *may not* be familiar with Kodak Velvet Green—a sale is almost sure if you show him a sample print, and explain its manipulation.

Some amateurs store their film negatives between the leaves of a book or in envelopes because they have never been told of the advantakes of the Eastman Film Negative Albums.

Eevery amateur likes large pictures; the. Brownie Enlarging Camera affords him a simple and inexpensive means for gratifying this desire. The sale of the camera will not amount to a great deal, but how about what he will spend for Velox and Bromide paper, developer and large mounts?

And it's open season for flashlights: it takes only a moment to place an Eastman Flash Sheet Holder in a customer's hands. Once he sees how easy and safe this makes flashlight work, he is pretty sure to make the cash register jingle again.

Velox Water Color Stamps, good sellers if you show them.

And the newly elected parents, every one of them will want to take pictures of that only baby; why not watch the birth notice column in the local papers, and mail them a copy of "At Home with the Kodak" together with a letter inviting a call, with a promise to explain the easy way of picture making?

To the front with the seasonable goods, bring them forward in your display cases and on your counters. Show and talk them to your customers, and see that your salesmen are equally alert.

There is lots of good money just aching to be spent if you confront it with seasonable goods.

BROWNIE

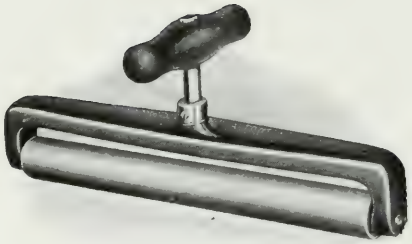
Autumn out-of-door fun makes good picture stories for the

BROWNIE CAMERA

All by daylight; inexpensive, too—a good one for $1.00 and others up to $12.00.

RICHARD ROE & CO.

Single Column No. 120B.
Double Column No. 120A.



EASTMAN SINGLE PRINT ROLLER

As shown by the illustration, the Eastman Single Print Roller is a standard type that has found much favor with the profession.

The handle set at right angles to the roller affords a strong grip, and makes this type especially effective for heavy work on large prints; an especial favorite with the commercial photographer.

Ten-inch roller, covered with heavy first quality white rubber. Extra strong, nickeled frame. Weight, five pounds.

The Price

Eastman Single Print Roller.....$2.50
Discount to the trade.....25%

READ IT

Every Issue of the Trade Circular Contains Information of Vital Importance To You

We know, positively, that there are some dealers who do not make a practice of reading and filing the Trade Circular.

This is a mistake.

New goods, withdrawals, changes in price or discount and many other matters of vital importance to the dealer are first announced in the Trade Circular, and usually in no other way.

True enough, our salesmen and demonstrators are posted, but they cannot be with you every day or every week to keep *you* posted—and there will be no necessity for it—if you read the Trade Circular.

Your competitor who does read the Trade Circular and keeps himself posted learns first of some new product, orders first, and skims the cream of the trade before you are aware of it.

He learns of some new, seasonable advertising literature, and perhaps before you know it has distributed it to some of your customers who wonder why you haven't been equally enterprising.

We have in our organization men who have been successful retail salesmen, men who are expert in preparing attractive and convincing window displays, and men who know thoroughly retail salesmanship. In addition we are in constant touch with our traveling salesmen and demonstrators, they observe some specially attractive store, some new method of drawing trade, ways of doing things better or with greater economy.

And the only means we have of quickly placing this information before you in concise form is the Trade Circular.

The Trade Circular is *your* publication.

Read it carefully and thoroughly, see that your salesmen are informed of the new things, and see that the Trade Circular is filed for future reference, we will supply the binders gratis.

In the December issue we intend to include an index of the 1911 volume, and to hereafter make this a feature at the end of the year, for your convenience.

Read the Trade Circular.

TESTED SODAS IN CANS

We are now in position to supply the trade with C. K. Tested Carbonate and Sulphite of Soda in one, five and twenty-five pound cans. While we heartily advise the pushing of these products in bottles, we realize that a certain number of dealers are so located that transportation charges absorb a material portion of the profits on such goods, and for their benefit we are now packing these sodas in cans as well as in bottles. In either container the quality is the same.

The Price

Carbonate of Soda, 1 lb. cans.	$ .17
Sulphite of Soda, 1 lb. cans..	.22
Discount	33⅓%
Discount, in case lots of 48 lbs.	33⅓ & 10%
Carbonate of Soda, 5 lb. cans.	.65
Carbonate of Soda, 25 lb. cans	3.25
Sulphite of Soda, 5 lb. cans...	.85
Sulphite of Soda, 25 lb. cans..	4.25
Discount to the trade.....	33⅓%

To create new business — to sustain interest — advertise. Good advertising is investment — poor advertising is waste. Make your advertising good by using Kodak cuts — supplied free of charge with a plain statement of the joy of Kodakery. Order cuts by number from the sheet enclosed and start now to advertise — to create new business — to sustain interest.

KODAK

There is an added zest in every autumn sport for those who

KODAK

Come in and let us talk Kodak with you.

RICHARD ROE & CO.

Single Column No. 102B.
Double Column No. 102A.

YOUR VACATION PICTURES.

The Kodak story of your vacation is not complete until the prints are in your album. Bring us your films and our finishing department will make pictures you will be proud to show. Should you care to do the work yourself we will explain how easy it is to develop in Kodak Film Tank and print by gaslight on Velox Paper.

Just drop in and have a Kodak visit with us—for your interests and our own.

RICHARD ROE & CO.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VIII., No. 7. TORONTO, CAN. NOVEMBER, 1911.

CHRISTMAS! A SUGGESTION

A few weeks ago we had a visit from one of our liveliest customers in the West. We will call him Brown for the time being. He is a druggist.

Dissections of Brown's purchases have shown month after month that he is strong on selling Brownies and Kodaks. His town is not large, but Brown is consistently strong—he betters his sales or at least maintains his average month after month.

His ideas on selling cameras are highly interesting as he gives them to us, and he has proved his policy to be sound by his cash register record.

To the sale of photographic goods he applies the old copy-book maxim about saving money—he looks after the Brownie cents and finds that the Kodak dollars are well taken care of at the same time.

He says he certainly likes to sell a $20 Kodak to a grown-up, but he feels more pleased with his business prospects when he sells even $2 Brownies to youngsters—feels he is building the business. The larger immediate profit on the Kodak is alright, but the youngster has the advantage of the grown-up in point of years in which to use up films, papers, etc., and a youngster who is a Brownie enthusiast develops into a Kodak enthusiast as soon as he has the price. Furthermore, one Brownie enthusiast infects another with his enthusiasm and it is better business-building to get after the youngsters with Brownies than to wait until the grown-ups come after you for Kodaks.

There is nothing unique or startling about his scheme, for it is the old, obvious method of keeping things stirred up in the Brownie line. He carries a good stock of cameras at all times, and in dressing his window, which always shows cameras, he uses pictures of a nature to attract the younger generation. His town does not afford better opportunities for such pictures than the average Canadian town, but he is on the lookout for such pictures, and gets them. Pictures for Brown's window dressing are good pictures, whether contact prints or enlargements by the Brownie Enlarging Camera. One week he will specialize on No. 2 Brownies, next week on No. 2A

Brownies, and so on through the different models of Brownies and Kodaks.

He shows the goods consistently and demonstrates the work they do.

Brown is a star in selling Brownies and Kodaks — films, papers, etc., are sold by the cameras with the help of a few timely suggestions as to certain fields of work, like flashlight pictures, etc.

Brown claims that his candy sales jump as he sells more photographic goods, and the same thing applies fairly uniformly to the several lines he stocks.

The town in which this live wire does business is not the most desirable in Canada, but he does not believe, with the croakers, that he can exhaust the possibilities of this burg in selling cameras.

Just notice a few points in this selling scheme. Brown is consistent and persistent—does not go by fits and starts—makes things happen lively all the time in his photographic business. He interests the youngsters—does not leave the youngsters to interest themselves, and finds he does not have to work so hard to interest the grown-ups. He is on the 3A Special list.

There are handsome immediate profits on his sales of photographic goods, prospects in this particular line are improved, and besides there are more people coming into his store every day for photo goods to whom he sells more and more of the other lines he carries.

Here is where Christmas comes in. It undoubtedly pays Brown to push Cameras all the year round —it will pay you, too, especially at Christmas. Immediate profits are handsome, and you are insuring future profits. Do you have any other goods specially suitable for Christmas trade on which you can insure future profits?

Figure up immediate profits on sales of cameras, etc., and the insurance of profits. There is every reason why you should push cameras all year round, and particularly at Christmas. Don't figure up and stop—get action and push the goods. Read about the helps we offer, on page 4. They have a Christmassy effect.

HOW WE CUT PRICES

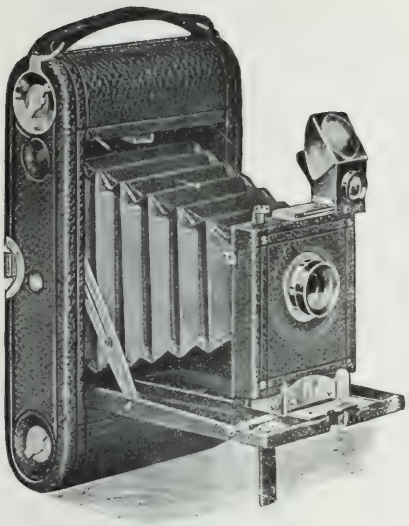
The newspapers and the magazines have been, and to some extent still are, full of statistical articles telling how much more a dollar was worth a dozen years ago than it is now.

They will show that beef and eggs and flour and lumber and clothes cost more than they did.

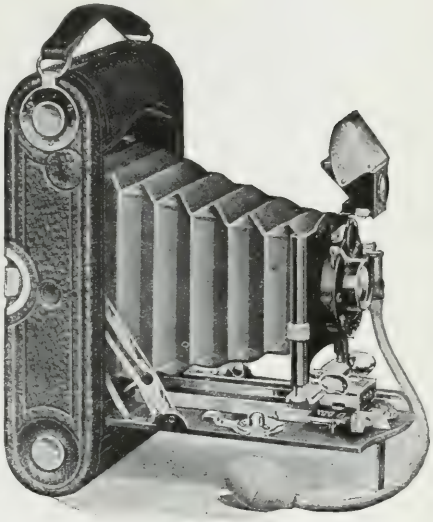
But photographic goods were never as cheap as they are to-day —not only relatively, but actually.

Our method of lowering prices has been *not* to cut the list price, but first, to better the goods, and second to keep the list price down, even when the cost of labor and raw material has gone up.

A few little "for instances" will serve to make clear what our general policy has been and still is. Let's take first of all the No. 3 Folding Pocket Kodak, as it was even as late as 1903, price, $17.50, comparing it with the No. 3 F.P.K. of to-day, price $17.50. The picture tells the story of what it looked like, we thought it beautiful—and it was, for 1903. The shutter was a slight modification of the Bull's-Eye revolving disc such as we use on the box form Brownies, the lens was an R. R. with a speed of *f*. 11.3, there was a tripod socket



$17.50. 1903.



$17.50. 1911.

for horizontal exposures. The construction and finish were as good as we knew how to make them.

1904 was a year of marked progress. We find a single valve automatic shutter, an *f*. 8. lens and a generally improved appearance. We also find that a rising and sliding front may be had "at an additional charge of one dollar." For the regular model—no increase in price.

In 1905 we find the automatic focusing lock, at no increase in price.

1906 to 1908 showed only minor improvements, but in 1909 we have the Kodak Ball Bearing Shutter with its star shaped opening and variable indicated speeds of $\frac{1}{5}$, $\frac{1}{50}$ and $\frac{1}{100}$ of a second as well as "time" and "bulb" actions and an automatic indicator for registering each exposure made —and no increase in price.

In 1910 we find that the "rising and sliding front" is on all models of the No. 3, and that the "extra charge of one dollar" for such attachment has disappeared.

In 1911 there is an improvement in the glass plate attachment—at no increase in price.

During these years lumber and leather and metals of all kinds entering into these goods had gone up. The price of labor had gone up rapidly but the No. 3 Folding Pocket Kodak still sold at $17.50.

This comparison illustrates how we have improved and improved and improved one camera—at no increase in price. In just as marked a manner we have improved the line at a decrease in cost to the consumer by abandoning certain models and substituting other and better models at a lower price. Compare if you will the No. 4 Folding Kodak of the early days at $55.00 with the present day No. 4 Folding Pocket Kodak at $20.00.

Go back further still and compare the No. 1 Kodak of 1888 to

1892, with its lens of 2¼ inch focus and its round picture of 2½ inch diameter, price $25.00, with the 3A F. P. K. of to-day at $20.00, yes with the ten dollar No. 1 F. P. K., or even with the five dollar No. 2 F. P. Brownie. These new goods illustrate how we are constantly giving the customer more for his money—our method of price cutting.

Similarly we could point to improvement after improvement all along the line where the goods of to-day, whether professional or amateur, are double the value of the earlier goods—at no increase in price. Such changes are not so easy to point out in sensitized goods—but the improvements are there—at no increase in price.

To coat film on the back—to prevent the curl—was an expensive proposition but there was no increase in price.

All along the line there has been improvement after improvement—at no increase in price.

We acknowledge competition, competition with other manufacturers of photographic goods and competition with every manufacturer who makes goods that appeal, from the pleasure standpoint, to the same class of people that our goods appeal to. These two kinds of competition have kept us busy "cutting prices"—cutting prices by making in some cases better goods for the same money—in other cases discontinuing a line of goods and replacing it by something better at a lower price.

This, in our opinion, is the healthiest way from the standpoint of consumer, of dealer and of manufacturer to meet competition. It means q-u-a-l-i-t-y and that in this case spells: SATISFACTION.

SPECIAL HELPS

When it comes to selecting Christmas gifts, but few of us can so easily decide the matter as did a farmer and his husky sons who were in conference as to what to get for mother.

Glancing out of the window one of the sons saw mother, coming from the barn, stop, put down the milk pail, and chop an armful of wood.

Turning to the rest of his fellow conspirators he exclaimed enthusiastically—"Just the thing, let's get Mother a new axe for Christmas."

Every holiday shopper finds the problem of proper selections a difficult one, and is more than ordinarily grateful to the enterprising merchant who comes to his aid with suggestions.

We are spreading the gospel of a Kodak for Christmas to millions of readers by means of a large space in a strong list of the December periodicals, and while every Kodak dealer is bound to do more business it will be those dealers who connect our general publicity with their stores who will reap the greatest harvest.

And we will help in that, the Winter Booklet, an unusually dainty little condensed catalogue, is nearly ready for distribution, telling of the splendid Kodak line.

In addition we will have five new display signs, one Kodak, one Premo, one Velox and two Brownie, to help brighten your window displays. We also have a goodly supply of the Brownie Books, these, as well as the Kodak and Premo booklets are just the right size to slip into the ordinary business envelope.

These booklets mailed to a judi-

ciously selected list of prospects bring results every time.

But, please remember, these booklets are *sent* on *request only,* and it is a case of first come first served. so let us know now, how many you can use, so we may imprint them and forward to you in ample time.

Help us to help you by getting your order in early.

WINDOW RENT

There is a Jeweler in New York City who pays $5,000 a month for a little room on Broadway about the size of an ordinary hen house. Hundreds of thousands of people pass this little place every day. The $5,000 is for the *location*—not the floor space. Therefore, of the $5,000 about $4,000 is for *Window Display.* Four-fifths of YOUR rent is for YOUR windows. Are you making them *pay* four-fifths of your rent? Don't underestimate their value. The size of your town has nothing to do with the case. If your rent is $50 a month, at least $40 is for your windows. Do you get that much out of them? You ought to get *more!* You *can* get a great deal more—if you try. It's *up to you.* You can make your windows the talk of the town—and that's only another way of saying more popularity—increased sales—a bigger bank account! The game is worth the candle—*go after it!—Gills Help Bulletin.*

CASH FOR NEGATIVES

We are constantly in need of good negatives for making sample prints to use in our advertising department, made with the various Brownies and Kodaks. At the present time we are in need of such negatives made with nearly all of the Folding Pocket Kodak series. Pictures for our purpose should not only be interesting and artistic, but must be technically perfect and MUST BE NEGATIVES FROM WHICH WE CAN GET PRINTS OF THE FULL SIZE. This is of the utmost importance, as our samples are used largely to show the size of the picture that each different Kodak makes. It is often necessary to trim a print down from the original size in order to get the good pictorial effect. This is alright from the main standpoint, but for our purpose the negative must be one from which a print can be used its *full size.* Do not send negatives for inspection, but submit unmounted prints, printed on Velox, from which we can make a selection. If you have, or know of any one of your customers who has such negatives, we would be pleased to have sample prints submitted to us, and below we give a list of those that we are in need of at the present time. We will pay the following prices for such negatives as purchased.

No. 1A. Folding Pocket Kodak	$2.00
No. 1A. Folding Pocket Kodak Special	2.00
No. 3. Folding Pocket Kodak	2.50
No. 3. Folding Pocket Kodak Special	2.50
No. 3A. Folding Pocket Kodak	3.00
No. 3A. Folding Pocket Kodak with Portrait Attachment	3.00
No. 3A. Folding Pocket Kodak Special	3.00
No. 4. Folding Pocket Kodak	3.00
No. 4A. Folding Pocket Kodak	3.50
No. 1. Panoram Kodak	2.00
No. 4. Panoram Kodak	4.00
No. 1A. Speed Kodak	2.00
No. 4A. Speed Kodak	3.50

In submitting sample prints, always give the exact designation of the instrument with which the negative was made.

SODAS IN CANS

In October Trade Circular, announcement was made that we could supply C. K. Tested Carbonate and Sulphite of Soda put up in *cans*, in quantities of 1 lb., 5 lbs., and 25 lbs. We are still supplying Sodas in *bottles* as heretofore listed and all orders should show clearly which style of container is desired. Where this is not specified, we will send bottles, this being the original container. Further note that the case discount of 33⅓ per cent. and 10 per cent. applies on 48 1-lb. cans of Carbonate or Sulphite singly—not on 48 1-lb. cans of Carbonate and Sulphite together.

AZO B, DOUBLE WEIGHT

To meet a growing demand, we have decided to market Azo B, D. W., thus supplying all grades of Azo in both single and double weight. List prices and discount same as on other grades of Double Weight Azo.

There is nothing that kills trade so fast as poor results, and there is nothing more certain to afford poor results than poor chemicals. Protect your customers by supplying only chemicals that bear this mark:

CURIOSITY CAUGHT A CROWD

'Twas an evening crowd in a big city.

The theatres were out, the moving picture shows had just discharged their thousands in the street. The Stroller was walking from the opera to a neighboring café. Lights were still on in the store windows, and here and there a group of two or three had stopped to examine an unusually attractive window. For the most part, however, the gay crowds were paying but little attention to the wares so attractively displayed.

But presently the Stroller noticed that the sidewalk was blocked in front of one of the stores. So big was the crowd that he wondered that the police were not ordering the people to "move on." He looked for the cause and saw a large show window painted a solid glossy black to a point some six feet above the sidewalk, a neat gold stripe an inch in width setting off the dividing line between the paint and the clear glass above it. About on the eye line, however, was a series of openings, star-shaped, a narrow gold stripe neatly outlining the stars. The clear glass inside these stars was about four inches in diameter—making a comfortable peek hole. These star openings were say thirty inches apart—giving one a chance to gaze through them without being elbowed by one's neighbor likewise engaged.

Curiosity aroused, the people were working their way up to the window looking interestedly for a minute, smiling amusedly and passed on. The Stroller like the others wondered what it was all about, worked his way up to the window and took a peek.

What he saw was a very clever Kodak display—a high class lay figure sitting at a table and operating a Kodak Film Tank, the essentials for tank development lying conveniently near on the table. A Kodak was on the table, too, and there were two or three choice Kodak enlargements on the wall, but there was no attempt on the part of the window dresser to fill up the window with a lot of photographic goods. He used just enough to tell his little story of Kodak simplicity—nothing more.

There were many other windows on the street that were perhaps equally well dressed, but the clever little idea worked out on the glass itself was what caught the people.

Your sign painter can probably help you to turn the same trick—but we have one earnest suggestion. Don't try it without something out of the ordinary for people to see when they peek through the star openings—make an extra effort on the story that you let your window tell, make it interesting, then those who have taken the curiosity bait will not resent it—and your advertising will have proved effective.

Every Brownie Enlarging Camera sold, paves the way for Bromide and Velox paper sales.

THE DISPLAY WINDOW

To be really worth the valuable space it occupies, your display window should do more than merely tell the passers-by that you sell Kodaks and photographic supplies.

Your display window can and should be made a powerful silent salesman, not only influencing those who are already amateur photographers, but convincing those who are not, of its inexpensive pleasures.

Let us take, for instance, the Brownie Enlarging Camera, and see if we cannot arrange a simple window that will attract both those who are and those who are not amateur photographers. Let us first have made a plainly lettered sign of good size, reading "Anybody can make large pictures the simple Kodak Way." Then select a good No. 2 Brownie negative and make a first-class 8 x 10 enlargement from it on Velox in the Brownie Enlarging Camera. Mount a contact print and the enlargement from the same negative on a card, and place both your sign and the two pictures at the back of your window as the keynote of your display. Then in the foreground place a No. 2 Brownie Camera with a card reading "This No. 2 Brownie Camera made the small negative from which both pictures were made. The price is $2.00." Alongside the Brownie place a No. 4 Brownie Enlarging Camera with a card reading, "This No. 4 Brownie Enlarging Camera made the enlargment. It will take any size negative up to 4 x 5 inches. The price is $4.00." Between the Brownie and the Enlarging Camera place a card reading, "Come in

and let us explain to you the all-by-daylight way of picture making. No dark-room for any part of the work."

Even though the little Kodak Portrait Attachment has been on the market for a good many years, there are countless amateurs who do not comprehend its many advantages, and likewise hosts of fond parents who would take up the making of the little home pictures if you would show them how simple it all is. So why not make a Kodak Portrait Attachment window display? Use a little of your spare time and make some Kodak Portrait Attachment pictures of your children, or the neighbor's, making the heads as large as possible, and mount them nicely for your window display. Letter a card as follows: "Anybody can make home pictures the Kodak way." Then, in the foreground, place a No. 3A Folding Pocket Kodak with a card reading: "No. 3A F. P. Kodak. Price $20.00. The favorite for home picture making." Then attach a Kodak Portrait Attachment to the top of a card lettered: "This is the Kodak Portrait Attachment. It slips on in front of the regular Kodak lens, enabling you to make large head and shoulder portraits. The price is 50 cents."

Flashlight time is here and a Flash Sheet display will be sure to increase business. Invite a jolly little crowd to your home some evening and make a few informal flash sheet pictures. Mount them attractively on a card lettered: "Flashlight picture making is easy the Kodak way." Then in the foreground display Flash Sheet packages and an Eastman Flash Sheet Holder with a flash sheet in position and some of our booklets, "By Flashlight." Back of or near the booklets place a small card lettered: "Let us present you with a copy of this booklet. It tells all about flashlight picture making.

The preparation of these special window displays is exceedingly simple, except that it entails possibly a little extra work in securing the proper photographs. But the cost of this extra labor will come back to you many fold in the added selling power of the display. Display window advertising, like all other display advertising, must tell its story quickly, at a glance, to be effective. One idea clearly expressed is worth a hundred vague impressions. Make your window displays simple. Do not arrange a special idea conveying display and then spoil it by crowding the balance of your window with a sample of everything you have in stock. Change your displays frequently and it won't take the public long to learn that you carry a complete stock, and that you are progressive and up to date.

NEW CONTAINER FOR FILM TANK POWDERS

To help strengthen your display, we are putting out Developing Powders for the Film Tanks in neat cartons holding 12 packages of powders, so when you order, say, 12 packages of 3½-inch Tank Powders, you will not receive the packages separate as heretofore, but in a neat container with a flap on the side to display the contents and printed in attractive colors.

Flash-Light Time.

HIGHER EFFICIENCY— LOWER COST

The amateur finisher who obtains the best possible results in the most economical manner, from every order intrusted to him, should, unless he is an exceedingly poor salesman, be able to build up a highly profitable business.

To teach you, or your employees, amateur finishing the *right* way is the mission of the Educational Department.

The course in this department embraces everything pertaining to developing, printing and enlarging for the amateur by the most up-to-date and economical methods.

The course is free to you, or any accredited employee, including all material used during the course. You may remain a week, or a month, taking the whole course, or any part of it, your sole outlay being for transportation and living expenses.

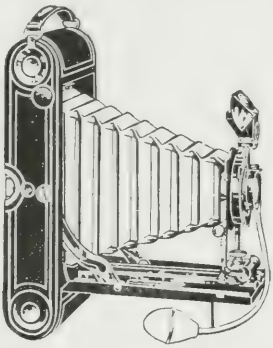
The amateur is becoming more critical each year and the standard of quality higher, and it is only the "up to the minute" men who can secure and hold their trade.

Write the Educational Department for full particulars and let them help you to still better work and increased profits.

VELOX
Transparent
Water Color
Stamps.

Ready sellers to amateurs preparing Holiday souvenirs.

If is isn't an Eastman,
it isn't a Kodak



There are no game laws for those who hunt with a

KODAK

KODAKS
$5.00 to $111.00

BROWNIES
$1.00 to $12.00

RICHARD ROE & CO.

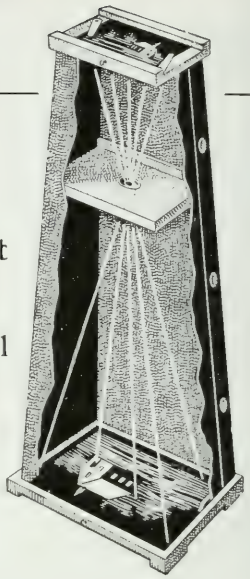
Single Col. 206H Double Col. 206G.

OFF THE FLOOR

When the boy starts cleaning up in the morning, he gets quite generous with the water and thinks everything in sight will be the better for a bath, including himself at times. A bath is all right in its proper place, but don't let your packages of plates, films or other photo goods be treated to a bath. It ruins them—makes them unsalable. One of our men recently called on a dealer quite early in the morning, and to his dismay found the boy treating everything in sight to a liberal sprinkling. He didn't see that any harm was being done to plates and films, etc. He saw the harm after the boss got through with him. The remedy is to keep your photo goods off the floor—they will not be sprinkled and customers can see them.

Kodak goods look best when kept where they can be seen—kept in a trunk, or in the back shop, or under the counter, they don't "look" at all. It is not pushing the line to display advertising matter alone—keep the goods to the front to back up the suggestions made by the advertising matter.

The Daylight Way to beautiful enlargements is with a



BROWNIE ENLARGING CAMERA

As simple and easy as making Velox prints.

Brownie Enlarging Cameras
$2.00, $3.00 and $4.00

RICHARD ROE & CO.

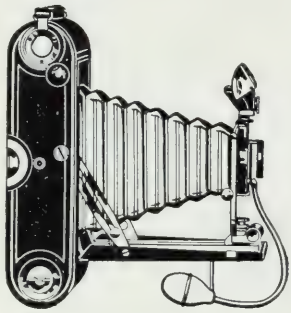
Single Col. 227G. Double Col. 227A.

Enter that Christmas order *NOW*, and be sure of having the goods in stock.

The

LIVE-WIRE DEALER

Features Kodak Goods for Christmas, because Kodaks and Brownies acceptably solve the problem for Christmas shoppers, at the same time bringing him good immediate profits with insurance of future profits



Picture making is easy the Kodak all by daylight way—it is especially easy for *our* customers.

Our interest in you does not cease with the sale of the Kodak.

If you wish to do all the work yourself, the advice of our experts is gladly at *your* service.

Should you prefer that we finish the pictures, we have the facilities for producing the best possible results from every exposure.

A complete line of Kodak goods.

RICHARD ROE & COMPANY.

Cut No. 268B.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. VIII., No. 9. TORONTO, CAN. JANUARY, 1912.

MORE PROFIT TO YOU

Push Kodak Film.

Kodak film is really the mainstay of the dealer in our amateur products, and most dealers have been quick to realize this and keep an adequate stock on hand at all times.

On the other hand we have occasionally found dealers out of the best selling sizes, such as the 1A and 3A, in mid-season.

Remember that every time you have a call for a roll of film not in stock you are sending that customer to your competitor, and taking a chance that he will transfer his patronage altogether.

You lose and we lose when a vacationist has to curtail his picture making because you cannot supply him with film.

It has always been our policy to give the dealer and the consumer the benefit of improved processes of manufacture or increased turnover; such benefit taking the form of higher quality in the goods at the same price, or reduction in price, maintaining the high standard of quality—and in some cases we combined higher quality with reduction in price. Dealers who have been familiar with the photographic business for any length of time, can recall instances.

Increased Discount on Kodak Film.

Most of our customers can recall the time when the discount on film was 12 and 10%.

January 1st, 1908, the discount was raised to 25% straight.

On and after January 1st, 1912, the discount on Kodak film to dealers will be 25 and 10%.

And the consumer has been geting more value for his money right along in the increased quality we have been putting into the goods—*making film non-curling—making it really orthochromatic—stepping it up in point of speed—insuring the keeping quality under adverse conditions by wrapping the spools in tinfoil and wax paper, which in itself added quite appreciably to the cost—duplex paper to prevent offsetting of figures*—in short, putting into the product those qualities which have made Kodak film the dependable film and the standard for comparison.

Our Guarantee.

From May 1st, 1911, Kodak film has carried a guarantee period of one year from month of shipment. Surely, a dealer will not overstock himself if he anticipates his wants by several months.

Bear this in mind—you do not guarantee the keeping quality. We do that. Your part is to carry sufficient stock at all times, and keep pushing the sale. Suppose you did order film in large quantities—like 3A F. P. K., 1A F. P. K. and 2 Brownie—in January, expecting every day to be full of sunshine and you were disappointed. You have not made a poor investment, because February weather may be better than you expected and your film sales would be greater than you anticipated. Furthermore, you have the satisfaction, with the goods on hand, of knowing that a delay in transportation will not affect your film sales.

If the film you purchased in January is still in stock in June, it is good for another six months. You know you will sell it soon, and we guaranteed it for a year when you bought it.

You must have a full stock of film to hold your trade—in film and other goods as well. The guarantee period on Kodak film is 12 months. The discount on Kodak film is 25 and 10%. Get the business—it's yours if you carry the stock, and let the people know it.

1912 TERMS.

We have sent to each dealer a copy of our 1912 Terms of Sale.

Our 1911 Terms of Sale proved so satisfactory that the only changes are the extra 10% discount on film, reference to which is made at length in the first article of this issue, and the addition of the Graflex and Graphic Cameras.

We still believe our selling policy is the sanest and best for manufacturer, consumer and dealer alike.

It assures to the dealer a definite profit on the goods. To the manufacturer the knowledge that he is dealing with satisfied customers. To the consumer, good service from both manufacturer and dealer based on the very fact that these other two parties to the transaction are not working at a disadvantage.

1911 has been a landmark in the history of Canada's trade and commerce. 1912 gives promise of exceeding 1911 in every beneficial feature.

COMPLETED

We have had the pleasure of showing you, from time to time, how the work was progressing on the new European Kodak Headquarters in Kingsway, London.

The splendid building is now complete, and occupied by Kodak Limited and fulfills every promise as to comfort and convenience.

It will be interesting to compare the reproduction of the actual building, shown on page 3, with the reproduction from the architect's drawing, shown on pages 8 and 9 of the January, 1911, Trade Circular. It is at once apparent that all details have been faithfully carried out, and also that the actual building is even handsomer and of greater dignity than promised by the drawing.

THE NEW EUROPEAN KODAK HEADQUARTERS,

Kingsway, London.

See Page 2.

THE DEALER TO HIS CLERK

Well, Jack, Christmas has come and gone and I notice that you have the drawer all dusted out and ready to stow away those cameras until spring comes round again. We've always done that, Jack, and I was waiting to see how soon you would begin to stow them away, but I've got a notion that we won't stow them away this time.

You know that bad habits in life are generally formed by following some other fellow's lead, and I guess it's the same in business, for that's how I size up our Kodak business in fall and winter.

The Kodak people, in their Trade Circular, have been rubbing it in right along that when things look black we ought to break up the blackness to prevent it getting blacker.

It's the gospel of "Cheer up and dig deeper" for their goods as well as any others.

They claim that the thermometer don't control the Kodak season outright, and when you look into it there's a whole lot of truth to that statement.

Yes, what you say is right. We have a very brisk demand in the summer months with hardly any effort to create it. Things begin to slacken in September, and we don't take up the slack. She gets slacker and slacker until we tighten up a little for Christmas trade, and after that we let her go again until it is pretty near time to put in a spring order.

We have been following the other fellow's lead, Jack, and letting her drift. The public follow our lead and we cannot blame them for not buying the goods.

BROWNIE

Every Winter Sport offers good pictures to the boy with a

BROWNIE CAMERA

They work like the Kodaks.

BROWNIES, $1.00 to $12.00

Will give you a free copy of the Brownie Book.

RICHARD ROE & CO.

Single Col. 111B Double Col. 111A

Every Kodak or Brownie sold at Christmas means a possible customer for a Kodak Film Tank — *Stock Them — Display Them.*

No, I don't mean to say that there is a prejudice against photography in fall and winter, but that we sort of lie down and the people follow suit.

Yes, I want to stop following the other fellow's lead, for I figure by pushing the goods properly I should be able to sell, in the fall and winter months, at least half of what I sell in the other six months, and that would just about double the Kodak business we did last fall and winter.

No, I'm not painting the prospects too rosy, for I know two or three fellows handling the line who are doing this same thing. I always put it down to their doing business in better towns, but I am going to try it out myself.

How? You ask. When the thermometer begins to fall we'll begin to boost and make an effort to sell the goods and see if we cannot carry some of the business in July and August on into the fall months. We'll take up the slack, and by trying to sell the goods make the people believe that they can use them in fall and winter as well as in summer.

You remember they had some articles in their Trade Circular for October and November about Jones and Brown. We can get a few pointers from those articles and other ideas will develop as we go on. You've got that mailing list of people in town who should own Kodaks and don't, and that other list of our Kodak customers. Look over our stock of booklets and see that we have enough of that latest publication "A Pocket Book of Pocket Kodaks" to cover the list of people who don't own cameras, and enough "At Home with the Kodak" and "By Flashlight" to cover the list of our Kodak customers. If you haven't got them, write for them at once. I'll write out a letter for each list and we'll see if we can't stir up a little more interest.

Yes, Jack, if we stick at it we will get the business all right, but we won't get the business if we go at it just once in a while.

I want you to make some pictures of scenes about town as soon as you can, for we're not going to stow those cameras away this winter, and I want some good enlargements to make a display.

The winter can talk for itself all right, but even if we're off to a late start let's give the Kodak goods a chance.

IN JUGS

We have for some time been supplying Nepera Solution and Velox N. A. Developer in 5 gallon kegs.

We find that we can effect quite a saving to the consumer by utilizing jugs instead of kegs, so from this date we will supply Nepera Solution, Velox N. A. Developer, and Velox Liquid Hardener (not heretofore suplied in 5 gallon quantities) in 5 gallon jugs at the following prices:

The Price

Nepera Solution, 5 gal. jug, -	$ 9.00
Velox N. A. Developer, 5 gal. jug,	10.00
Velox Liquid Hardener, 5 gal. jug,	7 50
Discount to the Trade, - - -	25

Brownie Enlarging Cameras help to sell Velox and Bromide papers.

ADVERTISED GOODS

In the editorial columns of the ORANGE JUDD WEEKLIES, a list of publications going into thousands of homes, there have been appearing a number of talks on advertising, and in particular on the value to both merchant and consumer of advertised goods.

These editorials are so thoroughly in accord with our experience that we append hereto a few extracts for your consideration:

"Advertising does not Create Wants, it only Supplies Them."

In these days you hear a great deal about efficiency. Now, the buying of advertised home commodities, or personal necessities, is simply getting the most efficiency out of your money. You have to buy these things, anyway. In buying advertised kinds you get standard kinds, things the manufacturers have made so good that they dare put their names on them.

You've bought things by "name" for years. "So & So's" plows, cultivating and harvesting machinery; and "What's His Name's" seeds, and "Blank's" harness and vehicles. You have called for them by name, because you were convinced that those particular brands were the best for the money.

But until a short time ago people haven't known much about the particular brands of manufactured home commodities, so they have simply asked for "a" suit of clothes, or "a" piece of underwear, or "some" soap, tooth powder, crackers, or "stuff to make porridge."

So you see these home commodities that are now being so largely advertised do not create new wants. Instead, they simply supply your already existing wants, with the highest degree of efficiency.

To make your money go farthest buy advertised goods. You get more for your money.

For anything that has a trade-marked name has been perfected so far above the ordinary that the manufacturer virtually gives a bond to the buyer that the article will be found of a high, standard quality, exactly as represented.

So when you buy advertised, trade-marked, named goods, you are sure of the quality; the sanitary conditions under which they are made; the safe-guards of cleanliness with which they are protected until they reach the consumer; and full weight and durability.

In these days of strict supervision by federal and state authorities and by the publishers themselves, manufacturers who dare to advertise must have the goods.

Advertised goods are better because they have to be.

A manufacturer who advertises,

There's an index to the 1911 Trade C
Look up "ADVERTISING," "SE
and apply the Ide

trade-marks and names his goods; he must make them good, to dare put his name on them.

He can't afford to have a single defective article for everyone would know it was his.

He has to tell in his advertisements of certain qualities his goods possess, and he must make his goods conform to those qualities. For he has to be honest, or he can't advertise in reputable papers.

His goods must be made a little better than others, so people will buy them in preference to others.

He can do all this, because advertised goods cost less to make—they're made in quantity.

They cost less to sell—for advertising is the cheapest way of getting the public to buy.

So when you buy advertised, trade-marked, named goods you are sure of their quality. Also sure you are making every dollar go farthest.

Only the manufacturer who advertises can afford to give high quality for a low price.

That is because it costs less to make, and to sell, advertised goods.

Less to make, because wholesale production lessens cost.

Less to sell, because advertising is the cheapest method of distribution—of getting goods before the buying public.

You get better service when you ask your dealer for advertised goods—by name.

He prefers to sell advertised goods, for it takes him only half as long as to sell non-advertised things.

How wonderful the world's progress, people often say, when they look at the remarkable achievements of science as applied to everyday life.

Not only the phonograph, gasoline engine, telephone, wireless, and electricity in general, but the improvements in the manufacture of food, clothing, household furnishings, etc.

But do you realize that it is to advertising the general public owes its ability to use these inventions?

Advertising has reduced their cost, by spreading the news of them the world over, and by distributing them extensively enough to allow of wholesale production, which minimizes cost.

Advertising has lessened labor by showing us ways to do our work more easily. It has lessened housework by giving us prepared foods which are clean, nourishing and economical; the attractive ready-to-wear clothing; the low-priced heating, lighting and water systems.

Advertising has standardized quality, so when you buy advertised goods you know you are getting all your money's worth.

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ar, back page of December number.
G" and "WINDOW DISPLAY,"
o your Business.

Dear Mr. Dealer:—

You know that we are your good friends and make profits for you in summer. We want to make profits for you all the year round, but if you shunt us into a dark corner or drawer as soon as it gets a little chilly, we can't keep up the good work for you.

Some people think the Canadian winter is good for the coal-man only, and use the thermometer as an excuse for side-tracking us in fall and winter.

People like us as well in the beginning and in the end of the year as in the middle, for we give them as much pleasure at one season as at the other.

We will bring in the profits for you.

Please give us a chance.

Truly yours,

Kodaks & Brownies.

SATURDAY SHIPMENTS

All year round we close our office and factory at 12 noon on Saturdays. We feel that our employees are entitled to this half-holiday, and wish our customers would bear this in mind.

If you want special sizes of paper, or plates cut, try and order in time to reach us before Saturday. You thereby give us time to cut what is wanted and make shipment before the end of the week. We cannot take care of orders for special goods on Saturday, and, furthermore, if you mail orders expecting them to reach us Saturday, mail them early, so we will receive the same in first mail of that day. If you telegraph, do so early—remember it takes time for transmission.

We do our best, under all conditions, to make prompt shipments, but we cannot handle in the forenoon as many orders as we can handle in a full day, so sometimes orders received after the first mail on Saturdays cannot have attention until Monday.

THERE'S A NICE MARGIN OF PROFIT

For you on good Finishing.

Now is the time To look into it.—

See page 11.

Seasonable Goods--

Bromide Paper For Enlarging

Portrait Attachments

Color Screens

Flash-Sheets and Flash-Sheet Holders

Albums

Dry Mounting Tissue

Masks.

PREMOETTE JR.

Last spring we announced the Premoette Jr.—a Film Pack Camera for 2¼x3¼ pictures, but measuring only 4⅝ inches long, 3¼ inches wide and 1⅜ inches thick, and listed it in the Premo catalogue.

However, there was a slight defect in the shutter, which might have caused trouble, and believing that it's better to be sure than to be sorry, we decided not to ship any of these cameras till the shutter matter was satisfactorily settled. We were right in our busiest season, and there has been a long delay, but in December we got enough of these little cameras to fill orders on hand. Every dealer who got one of these cameras sent repeat orders for large quantities. One man, in a purely residential district, got 14 and sold them, another got 40 and sold them.

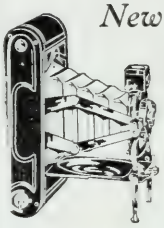
Here are a few selling points:

1. Small size of camera—Comparatively large size of picture.
2. A Direct View Finder.
3. A Ball Bearing Shutter and a fine Achromatic Lens.
4. A device for focusing on objects 6 to 20 feet away, and also on objects 20 to 100 feet away.
5. The Film Pack Idea.

We expect to be able to fill orders right along after February 1st, but better order early.

The price is $5.00, less 30% to you.

Begin the New Year by starting that KODAK BABY BOOK.



KODAK

days you will always have, but baby days are soon gone. Keep the precious memories by Kodaking the little ones often.

The Kodak illustrated is the No. 1 Folding Pocket, price $10.00. We have other Kodaks at prices ranging from $5.00 to $65.00.

Ask us for a free copy of "At Home with the Kodak"; it will help you.

RICHARD ROE & CO.

Single Col. 201K
Double Col. 201G

TESTED REGISTERED CK 1908 CHEMICALS —*for Quality.*

Have a good supply of our booklets, the "Velox Book," "Tank Development," "Bromide Enlarging with a Kodak," and "At Home with the Kodak" on hand. Yours for the asking.

TWO HELPS

THE EDUCATIONAL DEPARTMENT *for you.*

THE KODAK CORRESPONDENCE COLLEGE

for your customers.

The Educational Department will help you to quality results in your finishing department.

The Kodak Correspondence College will keep your customers who do their own finishing enthused.

Full particulars on request.

Taking pictures at night is easy the Kodak Way.

We have a copy of

"BY FLASHLIGHT"

waiting for you. It explains how simple it is to take splendid flashlights; illustrated with Kodak flashlight pictures.

The Eastman Flash Sheets, Flash Sheet Holders, and all other necessaries are in our stock.

RICHARD ROE & CO.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. IX., No. 1. TORONTO, ONT. MAY, 1912

TO AVOID DELAY.

From time to time there are changes in, and additions to, our various products. Those who make a practice of consistently reading the Trade Circular are kept posted and experience little difficulty in correctly entering their orders for goods; on the other hand we frequently receive orders that we cannot fill without writing for further instructions.

In the February Trade Circular we called your attention to some rules our Order Department had found necessary to establish, and herein we offer a few further anti-delay suggestions.

Vest Pocket Kodaks.

Orders for Vest Pocket Kodaks are filled in rotation; there is going to be an enormous demand for these instruments, so get your order in as soon as possible, in order to have the goods in stock when you need them.

1A F. P. Kodak, R. R. Type.

In the March Trade Circular we announced that the camera that had been known as the No. 1A F. P. Kodak Special, would hereafter be designated as the No. 1A F. P. Kodak R. R. Type. The name "Special" to be applied only to Kodaks with anastigmat equipment, and the other special features that enter into the make-up of the "Special" Kodaks.

As the new 1A Special Kodak is now on the market, please remember the distinction, and order 1A R. R. Type when the less expensive Kodak is wanted, otherwise your order will be entered for the new 1A Special.

Premoette Special.

The camera formerly called the Premoette Special is now designated as Premoette with Planatograph Lens and Ball Bearing Shutter, so all orders for Premoettes should specify lens and shutter equipment, according to the 1912 Premo catalogue.

3A Film Packs.

3 x 5¼ Film Packs will be supplied on orders, unless clearly specified that the full size 3¼ x 5½ is wanted. In the latter case the order should call for 3A Film Packs, but please remember that the full size, 3¼ x 5½ (3A) can be used only in the Filmplate Premo *Special* listed in the 1912 Premo catalogue.

Portrait Attachments.

Be careful to specify whether wanted for Kodak, Brownie or Premo cameras, and order by number as listed.

Azo.

As we have been receiving orders for grades of Azo we do not manufacture, we reprint herewith the complete Azo line as now put out.

Grades of Azo Paper.

A (Carbon).

Single Weight—Soft and Hard.
Double Weight—Soft and Hard.

B (Rough).

Single Weight—Soft and Hard.
Double Weight—Soft and Hard.

C (Glossy).

Single Weight—Soft, Hard and Hard X.
Double Weight—Soft, Hard and Hard X.

D (Semi-Gloss).

Single Weight—Soft and Hard.
Double Weight—Soft and Hard.

E (Semi-Matte).

Single Weight—Hard and Hard X.
Double Weight—Hard and Hard X.

Azo Post Cards.

A—Soft and Hard.
C—Soft, Hard and Hard X.
D—Soft and Hard.
E—Hard and Hard X.

Saturday Half Holiday.

As our offices and shipping department close at twelve o'clock noon on Saturday the year around, we cannot guarantee to ship all orders received on Saturday morning on that day.

KODAK

Pictures of each other by each other mean fun for the children—satisfaction to fathers and mothers.

Children easily take good pictures with a Kodak.

LET US SHOW YOU.

RICHARD ROE & CO.

Single Col. 127 B. Double Col. 127 A.

THANKS!

Toronto, Ont.,
May 15, 1912.

Dear Mr. Dealer:

Thank you! With our Brownie Cousins we begged for a chance to make good during the fall and winter months, as well as in the summer. You gave us that chance. We made good, for we won more friends last winter than in any other, and this spring we have been winning friends faster than before, even in places where we had almost given up hope of making new friends. Yes, 1912 has been very good to us and to you, too, for just think of the extra miles of film we'll consume! and the Velox, chemicals and other supplies we'll pull off your shelves.

We want to remind you of the youngest and smallest member of the family—V. P. K.—which has won instant approval in every section. Work V. P. K. hard this summer.

Don't forget our connections—Premos—particularly the smallest of that family, Premoette Jr., which has quickly made its way to the front.

If you have felt that your people were losing interest in us, V. P. K. and Premoette Jr. will stimulate and revive that interest. Give them both a good showing for both will be heavily advertised, and putting them prominently before the people of your town is the sure way to warm up that enthusiasm for the whole family which, you thought, was languishing.

Just one thing more. Please see to it that there is always a good supply of film to consume. There's now 30 per cent. greater profit to you and six months longer life in film, and you know it hurts your profits to let us starve when you run short of film.

Please tell your clerks to talk us up strong to everybody this year. People have the money. If you help us make friends, we'll surely help you make profits.

Truly yours,

The Kodak Family

SUMMER BUSINESS.

Summer is about here again and the amateur photographer will soon be astir throughout the land like unto the grasshopper of old.

Each year sees a steady reduction in the percentage of non-camera owners in every community, and some day Kodak ads. may read: "Everywhere you go you see a Kodak." This wouldn't be nearly true, at the present time, of Canada, for we are opening accounts right along in towns where we have had no dealer, and besides, we know of no town which has been worked to the full limit of its possibilities in the Kodak business.

Summer business calls to mind winter business, and one of the most interesting features of the amateur photographic trade, to an insider, is to note the increasing number of dealers who have rid their minds of the false notion that there was a Kodak season, strictly defined and limited, by the seasons of the year. Actual sales have proved that with the majority of our dealers there's no such thing as a Kodak season, or rather the Kodak season is all year round, the summer months being, so to speak, its height. Kodakery is the all-year-round pastime.

1912, so far, has been the best ever for the Kodak business, each month exceeding the corresponding month of any preceding year, and this condition prevails throughout the Dominion, from coast to coast.

Consider what this means to you, Mr. Dealer! You should sell more Kodaks, more Brownies, more Premos than ever before — some Graflexes, too. Increased camera sales mean greatly increased demand for films, and you will make sure of your fair share of this new business by always keeping a good stock, bearing in mind the extra 10 per cent. discount and the extra six months dating—making twelve months in all.

Just as increased camera sales mean increased film sales, so increased film sales should mean increased sales of paper and chemicals. Further, increased sales of cameras and other necessities for picture making mean greater interest in things photographic, and it is up to you, Mr. Dealer, to reflect some of this greater interest on to goods that are not absolutely necessary to picture making, but do help to better work.

There never was a better opportunity than the present for increasing your sales of Tripods, Albums, Mounts, Portrait Attachments, Color Screens, etc., right through the entire field of goods the amateur should have.

Talk better work and show how it can be done by the help of the goods you are showing.

In the press of summer trade, while you are doing a land-office business in necessities, don't neglect the near-necessities. There's a good discount on every item, and your customers need the goods. They will buy if you have the goods in stock and can show them.

Have the near-necessities in stock, as well as the necessities, and give them a chance.

PUSHING THE BUSINESS.

In a certain small Eastern Ontario town there's a Kodak dealer who believes he knows how to push the business. His purchases for the past four years run like this: '08, $384; '09, $413; '10, $529; '11, $778. Just ordinary at first, then good, better and finally brilliant for 1911.

There's nothing specially conducive to the sale of photographic material in this town, for it has but one small and long established factory, furthermore, it is on a branch line of railroad, in the heart of a farming district, with no tourist trade.

To what does this dealer attribute the increasing sale of photographic goods, for 1912 is better than 1911 so far? The answer is —"Good Finishing."

Prior to '09 our friend had been content to sell cameras, films, papers, etc. — whatever was asked for over the counter, his interest stopping after he had extracted all he could from that customer.

When a customer was in trouble, a Velox manual or some other booklet was handed to him, with the vague statement that reasons why were given therein. In his own words, he was trying to club his customers into using more goods. Early in 1909 he threw away his club and cast about for means to make satisfied customers.

He found the means in good developing and printing.

Points this man makes in favor of this method are as follows:

1. It enables him to sustain interest in amateur photography by giving satisfaction to those who merely push the button.

2. It enables him to explain personally little difficulties submitted by customers, thus increasing their confidence in him personally and the goods he has for sale.

3. There's a fine margin of "velvet" in good finishing at good prices — which customers will pay readily if the work is really good.

4. His finishing business is increasing, so are his sales of chemicals, papers, etc., for more and more of his customers are learning from him how to do their own work.

This man believes there is nothing better for winning and holding trade than good finishing, and his sales show that he is right. Further, he keeps up his displays and draws on us for large quantities of advertising matter, which we willingly supply, because we know he uses it to advantage.

He certainly pushes the business.

THE MAN BEHIND THE COUNTER.

In the words of the song, it's the man behind that matters, whether he be behind gun or counter. He is the man who makes or breaks. A customer enters your store and asks for a certain article. It is your duty fully to meet his enquiry, but your duty to your customer and yourself does not end there. Your customer will appreciate your showing properly other goods in stock which will be useful to him, for it is improbable that a single customer has ever entered your store with his mind made up to buy one thing and that alone.

Yes, it's up to the man behind to

make or break the business, and one is as easy as the other.

Oaks grow from acorns, and the clerk with the big volume of sales is the one who does not confine himself to handing out what's asked for, but goes further and convinces the customer of the usefulness and desirability of other goods not asked for, and of which the customer may know nothing. The Kodak line offers more opportunities in this direction than other lines. Make the most of it.

LANTERN SLIDES FOR ADVERTISING KODAKERY.

In nearly every town and village throughout the whole Dominion, there's a motion-picture theatre playing to crowded houses at each performance, and several Kodak dealers have obtained a good deal of desirable publicity by arranging with the theatre to run slides bearing Kodak advertising matter.

The scheme is peculiarly suited to the smaller towns, where practically every member of the younger set attends the show daily. For those dealers who will adopt this plan, we shall be glad to supply slides in reasonable quantities, bearing suitable matter and dealer's name. In preparing these slides we shall endeavor, in each case, to use our advertising illustrations as well as text, aiming to have the ad. brief and to the point.

Dealers who decide to avail themselves of this offer should advise us promptly and state what size of slide is desired.

There is most fun for the boy with a

BROWNIE

Brownie Cameras are inexpensive, simple to use and take good pictures.

BROWNIES, $1.00 to $12.00

RICHARD ROE & CO.

Single Col. 128 B. Double Col. 128 A.

DO YOU?

BARRIE, Ont.

CANADIAN KODAK CO., Limited
Toronto, Ont.

Please express to Wilfred M. Bunt, Elmvale, one Brownie Enlarging Camera, No. 4, and one dozen Spl. Vel. Velox 8 x 10 and charge to me.

(Signed) WM. CROSSLAND.

You referred this man to me and I sold him a 3A F. P. K. and supplies, and got him started on enlarging now. Have sold four out of the last five you referred to me. Thank you. (Fifth man left the country.)

W. C.

The above letter needs no comment or explanation.

It has always been our policy to refer enquiries to the local dealer, and Mr. Crossland's letter proves that it pays to follow them up. It helps sell cameras, and notice that it helps on the sale of Enlarging Cameras and Velox as well.

Mr. Crossland's expense in making these sales would not go much above the postage and letter writing.

Yes! It pays. Follow them up!

THE NEW AMATEUR TEXT BOOK IS READY.

The promised successor to that practical amateur text book, "The Modern Way in Picture Making," is now ready. The title of the new book is "How to Make Good Pictures." As stated in the preface, the title explains its mission. It covers the whole range of amateur picture making, from the selection of the proper instrument to the final mounting of the print. Nothing theoretical finds place between its covers; each topic is handled in a simple, practical manner, that can be understood by the veriest tyro in picture making.

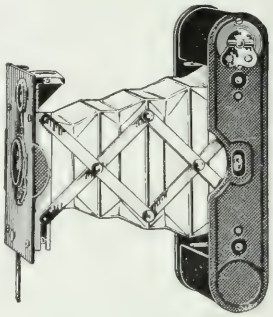
The contents embrace chapters on the following subjects: "The Choice of a Camera," "Lenses," "Exposures," "Time and Snap Shots," "Photographing Moving Objects," "Landscape Photography," "Street Photography," "Architectural and Interior Photography," "Home Portraiture," "Flash Light Work," "Development," "Printing," "Enlarging," "Lantern Slide Making," "Cloud Negatives and Printing," and a Glossary of Photographic Terms.

The book consists of one hundred and sixty pages, 5¼ x 7½ inches, profusely illustrated. Printed on a good quality of coated paper, and bound in an attractive paper cover, printed in two colors. Each book is enclosed in a parchment tissue envelope.

There has been an exceedingly heavy demand for just such a book, and it is sure to find an instant and ready sale. Its low cost, twenty-five cents, will induce practically every amateur to purchase, no matter how extensive his photographic library may be. We are going to afford this book the wide publicity it deserves, with "get it from your dealer," of course, so get your order in early.

THE PRICE.

"How to Make Good Pictures," $ .25
Discount to the trade, ... 33⅓



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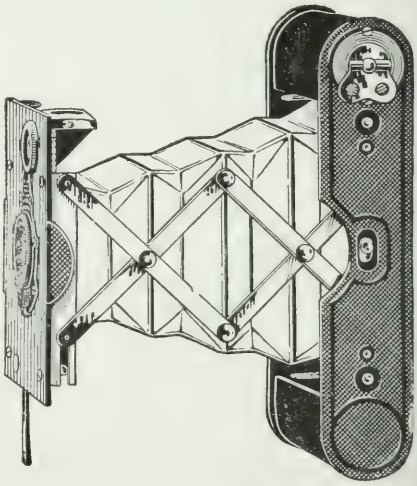
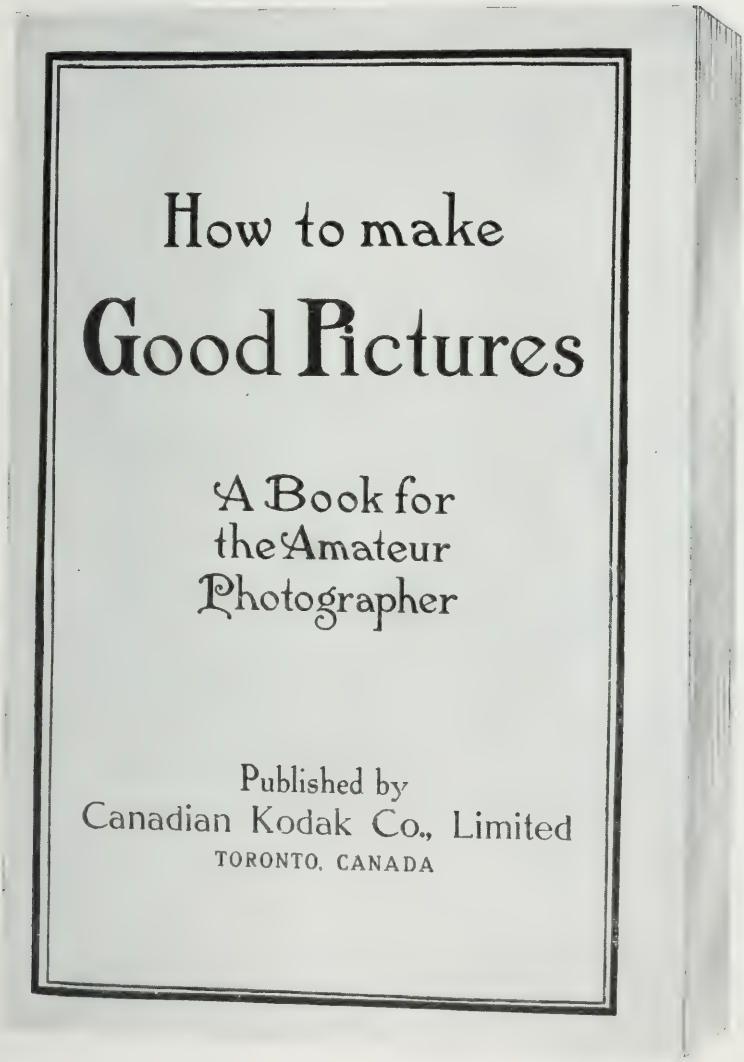


Cut No. 200 G.

The above cuts of the Vest Pocket Kodak will be supplied gratis. Order by number.



"HOW TO MAKE GOOD PICTURES"

The new instruction book for the amateur. See page 8.

DISCOUNT ON ALBUMS.

In announcing the addition of the Interchange and Universal styles to our line of albums in April Trade Circular, no mention was made of the discounts. This will be 30 per cent., as on Arena and Forum styles.

PERSONAL INTEREST.

In the shoe store down the street there is a salesman who most always has a customer or two waiting for him.

In all probability there are other salesmen in that store equally capable, but there are a lot of people who just must have Mr. ———.

If you will observe him closely you will find the reason for his popularity. It is because he appears to, and without doubt does, take a real personal interest in each customer.

In the amateur supply business there are lots of customers who make what seem to you some very foolish errors, and they do take up a lot of your good time, but in your store, *or in some other,* they are going to find a salesman who will listen to them patiently and do his best to put them in the right track.

Who spends the most money? —the amateur getting good results.

There are cameras stored up in the attic or on a shelf in a closet, because the owner failed to secure good results the first time or so, and found no one willing to put him right. And the amateur who has been helped to good results by you, or someone in your place, is grateful; he will stick to you like glue.

Not only will he spend more money with you, but his success as an amateur will lead others to try it, and he naturally brings or sends them to you.

Personal interest in the customer counts heavily on the sales book.

FRENCH CATALOGUE.

To take care of our increasing business in the Province of Quebec, we have published a catalogue of 32 pages, and another booklet of 64 pages, comprising instructions on Velox printing and Tank Development, in the French language.

These booklets will come in handy for dealers outside of Quebec, in communities where there are considerable settlements of French speaking people, as is the case in sections of Ontario and the West.

Ask for French catalogues and Velox Manuals, with your imprint if desired.

THE VALUE OF THE DISPLAY WINDOW.

We have had considerable to say about the dollars and cents value of store display windows and the intelligent, sales making arrangement of window displays.

Just to show that we are not alone in our opinion we quote from the Journal of the National Druggists' Association:

"Window space is the best advertising space in the market. It has space in the best publications distanced about four miles, it has bill board space beaten to a fraz-

zle. it has street car. elevated train and suburban coach space backed off the platform, and it has newspaper space skinned from tail to ears.

Why? Just because more people notice window space more than any other kind of advertising space for the reason that in the windows they see the thing itself, while in other space they see words and pictures describing or representing the thing to be sold.

But that is not the main reason for the superiority of window space over all other forms of advertising space. It is because when window advertising convinces the consumer that he should buy, he has only to wheel half around and take a few steps through a door into the store in order to put his conviction into effect—make a purchase.

But what of the other space? If the consumer is convinced, a hundred diverting influences are likely to intervene between the time he is impressed by the ad in the best publications, on the bill boards, in the street cars and railroad trains, or in the newspapers, and when he passes the store where the goods can be purchased (which may be an hour, a day or a week later) the strong impress made by the ad. may have worn off or lost its 'punch' — the impelling force that results in a sale. Isn't this your experience?

Brothers, window space is the best advertising space on earth. It rivets the attention of the consumer at a time when he is within a few feet and a few minutes of a possible purchase. He don't have to put off buying. If the window tells the story as to kind, quality and price convincingly and produces a resolve to buy; why, zip, and the deed is done!

The retailer has the money and the consumer the goods. The retailer's stock is reduced that much, and he is just that much nearer sending a new order to the jobber or manufacturer.

Another comparison of values worthy of notice in this connection is that of window space with circular and other printed matter sent to the dealer. How much of this matter actually goes into circulation? It costs the dealer nothing and does he place any considerable value on it? He and his clerks must put it into circulation or he must pay someone to circulate it, if it is to do anybody except the printer any good. Isn't that true?

In many instances nothing is done with this expensive advertising material. True, this ought not to be the case, for it is advertising that will promote the sale of goods which are carried on the shelves. But the fact remains that only 40 to 60 per cent. of this carefully prepared advertising matter ever gets a chance at the public, the balance being stored under the counters and in back rooms (to be made use of later, of course) until it eventually reaches the garbage can or ash heap.

This outcome is most distressing to manufacturers who pay their good money for the printed matter, and it also furnishes an answer to the question as to why a well-organized window advertising campaign appeals so strongly to the big advertisers who want and must have the most effective kind of publicity.

Window advertising is ten times as productive as any other

form of advertising because it sells ten times as many goods as any other sort."

Regarding profitable window advertising, Mr. B. J. Cohon, the Manager of the Display Window Dept. of the United Cigar Stores Co., offers in "Playthings," a toy trade journal, the following valuable suggestions:

"Window trimming is still life composition of merchandise. Next to the word of mouth salesmanship, window display is undoubtedly the strongest and most effective method of selling. First, because it displays the article to be sold— shows the possible purchaser just what it looks like and what it is—and second, because after seeing it, the least possible amount of effort on the part of the intending purchaser is necessary to purchase the article.

Being so strongly an advertising and selling method, it is a regrettable fact that the possibilities of window display are so often neglected or overlooked. Inasmuch as the purpose of a window display is to show to the intending purchaser the goods to be sold, it is certainly only logical to feature the article just as strongly as can be done. Everything else should be subordinated to an effort to place the article prominently before the purchaser.

It is often a fault of window trimmers to try for gorgeous decorative and highly colored effects, which more often than not detract from the article to be displayed rather than add to the effectiveness of the display.

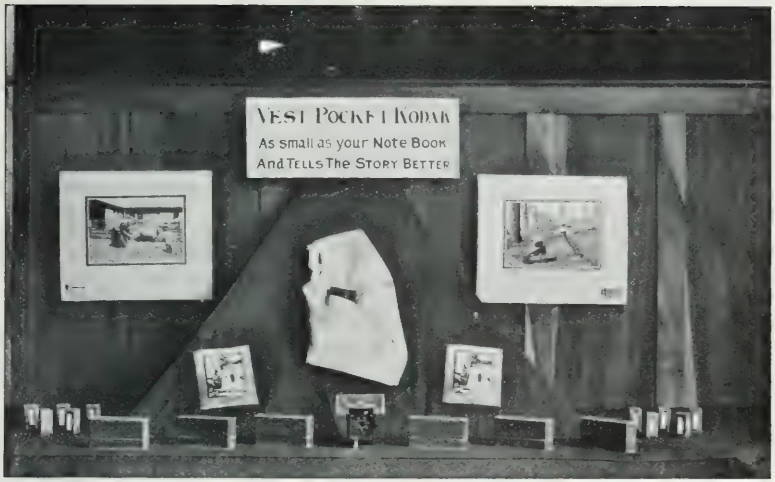
In the construction of windows for the United Cigar Stores Co., nothing is used but the goods themselves and cards bearing a few words of description and prices. We make it a point to carefully avoid highly colored decorative material of any kind, and as far as possible we endeavor to group the material to be displayed so that each group shall be of one class.

Very often the mistake is made by the trimmer in crowding many goods of different kinds into his display, and in some cases, while this may look satisfactory as a whole, the window loses selling power for any one of the articles it contains.

We also find it advisable to build our window displays of the same grade of merchandise. A display composed of very cheap goods and high-priced merchandise is likely to be ineffective, for the reason that one will offset the attention-value of the other.

It goes without saying that when a merchant is a user of advertising space in his local newspapers or even in magazines of general circulation, his window displays should be constructed to feature the goods being advertised in the periodicals.

It may be said that all selling endeavor is advertising, and all advertising, by the same token, is selling. There is no better form of either, except by word of mouth. As I have said before, next to the character of advertising and selling, comes the window display, and no other methods than these would be necessary for the success of any merchant were it not that his window display can only appeal to the people who pass his windows. For that reason, he must use a circulating medium like newspapers and magazines in order to bring the people to his



A simple Vest Pocket Kodak Window Display that tells the story.—*See page 10.*

store, where if they have not already been convinced by his printed advertising, their impressions will be strengthened, and perhaps they will be entirely convinced by his window displays.

Window displays form but one part in the selling scheme of any merchant, but without doubt a most important part, and they should, for that reason be given as much thought and consideration as the employment of salesmen or the consideration of printed advertisements."

A TANK SYSTEM FOR AMATEUR FINISHERS.

In the booklet "Developing and Printing for the Amateur" we describe the tank system for roll film development in use by us, and a number of other large finishing plants.

The tanks so described have a greater capacity than is needed by many finishers, and as this particular system has many advantages to commend it, we have prepared plans and proper developing formulae for tanks of lesser capacity.

These tanks are eight inches square and three feet five and one half inches deep, and will develop twelve rolls of film at one time. The developing and fixing tanks may be constructed of cypress, and the rinsing and washing tanks of galvanized iron or cypress as desired.

Tanks constructed of Alberene stone may be purchased from the Alberene Stone Co., 223 E. 23 St., New York City, and the wires and clips for film suspension from us.

The quantity of developer required is small, making the use of these tanks economical from all standpoints.

Working plans and full instructions will be supplied by us for fifty cents to cover cost.

POSTER TIME IS *NOW.*

In the March Trade Circular, we announced that we had on hand a limited supply of the second of the 1911 posters. Shrewd dealers did not allow them to remain on our hands long — they are gone.

But we can supply you with the two splendid 1912 posters. As fine as the 1911 posters were, those for 1912 excel them in striking design and in selling ability. Up-to-the-minute manufacturers realize that there is no more powerful adjunct in securing national distribution than the poster, and millions of dollars are annually spent for this class of advertising.

The average display poster does not (with some few exceptions) connect the article advertised with any particular dealer's store. The Kodak posters *do* directly connect all their advertising force, direct with the store of the dealer making use of them. This is going to be a big Kodak year for the live dealers, and you can make it your *biggest* year with the aid of our poster service. Do not overlook the fact, however, that the best bill board spaces will soon be at a premium, that you must "do it now," with your local bill poster, if you expect to derive the maximum benefit. Get him on the phone for a consultation, and then write us as to how many.

March Trade Circular gives in full the conditions upon which the posters are supplied.

It pays to push the Special Equipments.

MORE CAR SIGNS.

Three more car signs are now ready for delivery — two Kodak and one Premo. These cards are all in full color; and are of unusual attractiveness; the black and white reproductions on page 15 afford only a faint idea of their quality.

Please remember that these cards will be supplied upon request only, and solely for street car use. The conditions upon which those cards are supplied are given in full in the April Trade Circular.

Many a good customer has been made by an attractive window display; page 13 offers a suggestion for introducing the New Vest Pocket Kodak.

The more pleasant the day the more you'll need a

PREMO

Premos make splendid pictures. Let us show you how easy they are to operate.

JOHN DOE & CO.
1234 Premo Street

Car Sign No. 449.

It's great vacation sport to be a

Kodak Scout

Let us show you how easily you can make pictures the Kodak way.

RICHARD ROE & CO.,
1001 TRIPOD AVENUE.

Car Sign No. 448.

Let KODAK

tell the summer's tale and let us supply all you need for the telling.

RICHARD ROE & CO.,
1001 TRIPOD AVENUE.

KODAK

The Whole World

Kodaks

Kodak means photography with the bother left out.

Let us show you how simple it is to make pictures the Kodak all by daylight way.

RICHARD ROE & CO.

Single Col. cut 104 B. Double Col. cut 104 A.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. IX., No. 2. TORONTO, ONT. JUNE, 1912

FOR YOUR DISPLAY.

By the time this circular is published every Kodak dealer will have received an assortment of at least ten signs for window dressing.

We have been dwelling heavily on the value of good displays in boosting sales, endeavoring by text and illustration to drive home a few elementary principles to be followed in the making of a good display.

Those who have used the display window most successfully agree that the simplest display is the strongest—simple in effect produced, and not hard to follow.

Avoid anything that tends to produce confusion or uncertainty in the mind of the passer-by. Try to concentrate his attention rather than to scatter it.

If you are displaying Enlarging Cameras, everything in the window should be of such a nature that a single glance connects them with the enlarging process. In other words, aim at simplicity and unity, rather than at diversity in dressing your window.

Introduce proper contrast in your displays. Don't allow the goods to blend into the general surroundings of back-ground, etc. Make the goods stand out, but never make gaudiness the sole attraction of your display. It's a fraud on his attention which the passer-by resents.

Change your displays as often as you can, for the same old show, staged in the same old way, seldom has a profitable run.

The heavy burden of advertising Kodak goods rest with us, and you can make your local advertising, particularly your window displays, far more effective by establishing a connection between your advertising and ours.

To supply signs twice a year, as we do, runs into considerable money, but we know it pays and believe that few Kodak signs are consigned to the oblivion of the back-shop. A few suggestions on the use of signs, from *Trade Circular* of July, 1911, will bear repetition here:

"Just because you have a great variety of signs, do not attempt to display them all at once.

"Variety is the spice of life. Hold back part of your signs until the newness has begun to wear off those which you first put up.

"And even after you have displayed them all, it does no harm to

give some a rest occasionally, taking them down and after a week or so putting them up again.

"Interchange the positions of the signs in your store, occasionally. Do not leave each particular sign indefinitely in the first place you put it. A change of position of even the same signs will add a new aspect to your walls, and really freshen up your display.

"In hanging signs, either in store or window, do not put them up in a hit-or-miss, hodgepodge fashion, but hang them as you would an exhibit in an art display.

"Photography is essentially artistic, it appeals to people of artistic tastes, and so should your display.

"Keep close watch of the condition of your signs. If any warp or bend, a few moment's manipulation will restore them to their original shapes. If any become grimy or noticeably fly-specked, discard them at once. We will furnish you with more.

"It is well to have a definite drawer or cupboard in which signs, and nothing but signs, are kept until finally used up."

The whole aim of your display is to nail Mr. Passer-by's attention and to make him want to buy the goods you have. Signs will help the goods, but both need the help of the window dresser, to make them talk and pull people into your store. Help the signs and the goods with a little attention, and your increased sales will more than repay your efforts.

Have the Goods in Stock.

THE SUMMER SEASON.

No time of year is more favorable to selling cameras than the summer months, but in the face of a heavy demand for film and supplies generally, here and there, a dealer lets slip opportunities for increasing his camera sales.

There is no need to re-open the old question as to whether or not a town can be worked out in so far as camera sales are concerned. Settle that question once for all with yourself by the argument that if this could be, there would be fewer cameras sold year by year, for clearly new towns could not spring up fast enough to balance the number of those worked out. Argument and actual demonstration prove the contrary, for each year's camera output exceeds that of the preceding year.

However, the public desire for pictures of the things that interest them may become jaded and languish in one town or another, and it is with such cases that we are here concerned.

When things fail to go just right, it often is a good scheme to turn back and start over again. In re-awakening enthusiasm for picture-making, there is no better scheme than this going back to first principles. Revive enthusiasm for picture-making in the same way as it was first created.

Start again with the children and drive home the slogan, "Let the Children Kodak." Youngsters of to-day like pictures as well as did those of a few years ago. You can't exhaust a child's desire for pictures, and, remember, that most Kodak experts of to-day are graduates from the Brownie School.

Many a dealer holds his custom-

ers too lightly and thereby loses many a sale. Be sure you do not underestimate them. If enthusiasm among the grown-ups is languishing you can stimulate it by playing up to them the latest vogue in cameras. At the present time there is a big demand for small cameras, and Kodak dealers are splendidly equipped to meet this demand with the Vest Pocket Kodak and Premoette Junior. Read what another dealer did with the Premoette Junior on page 12, and ask yourself if you cannot do as well as he.

Right now your sales of cameras demand most careful consideration, and if you would create a bigger demand for film and supplies, the only way to do it is to sell more cameras.

PERSONAL INTEREST.

If every merchant handling our goods took a deep personal interest in them, we feel sure that his sales would increase wonderfully. The vast majority of our customers do take a personal interest; otherwise, they would not continue with us from year to year, but in common with other manufacturers, we have some dealers, who, we know and they know, too, don't make a success of the line. Almost every case of non-success can be attributed to the dealer's lack of personal interest—the personal interest of the man who owns the business.

Here's a typical case. In a flourishing town, there is a Kodak dealer, who, judging by similar towns, should do double what he is doing. He is handling our goods at no profit to himself, because his sales are not large enough to pay him for the space on his shelves taken up by the Kodak goods.

This man's trouble is lack of personal interest.

Some of his other goods, to which he gives the preference, are not as profitable or as desirable a line for him to handle, but his lack of personal interest makes him prefer the less profitable lines. It may be he thinks the word "Kodak" on his window will do all that is required, letting the goods be sold on the slot-machine principle.

It's personal interest that counts in everything and the dealer with personal interest in the Kodak goods is the dealer whose profits are correspondingly great.

PREMO CAMERAS.

A copy of the 1912 Premo Catalogue has been sent to each dealer on our books. Unlike the Kodak Catalogue, Premo Catalogues will be sent in quantities only to those dealers who ask for them. If you want Premo Catalogues, write promptly for we shall be glad to furnish any reasonable quantity with dealer's regular imprint.

It is a little more than two years since we have been selling Premos. Premo sales have grown wonderfully in that time, but there may still be some communities in which they have never been introduced, for once in a while we receive a letter from a dealer enquiring if we handle these very cameras.

It will pay every dealer to stock Premos. It is undeniable that the Film Pack idea commends itself to a great many people, especially those who wish for something like the sole plate-camera convenience of being able to develop each exposure as soon as made, but do object to the many bothersome features of working with plates.

The Premo field does not encroach on that of the Kodak, for everyone does not feel alike in photographic matters any more than in general matters.

A film camera is infinitely more convenient for the amateur and infinitely more profitable to the dealer than a plate camera, and while roll film cameras will always have the call, many a would-be buyer of a plate camera can be switched to the film pack idea if you have the Premos. With some few customers it may be useless to talk roll film against plates, but these same people are immediately interested in Film Pack Cameras, and, of course, most of the Premos allow the use of plates as well.

Remember, too, that Film Packs have been the means of putting many an old plate camera back into commission. Make it a point to suggest using film packs to every plate user among your customers, for most makes of plate cameras will take, or can be altered to take, the packs.

There's no duplicating when you stock Kodaks, Brownies and Premos; each has its separate field and each helps the other.

YOUR FILM SALES.

There isn't much work to the actual selling of film; usually the customer names the camera and the spool is handed out. It's an easy sale and an highly profitable one, too.

Film is the leading staple in photographic goods, but in some stores the film end of the business is left pretty well to take care of itself. See to it that you always have an adequate stock on hand, never letting it run so low that you are in danger of being short. Many dealers seem to put off ordering their supplies of film for holidays and week-ends till the very last moment, with the result that many sales are lost to them, for it is impossible for us to fill every rush order as quickly as the dealer expects. There's now no reason why you should have to wire or 'phone for film; with twelve months dating, you can afford to order in double the former quantities and film is always good stock.

Give film the attention it deserves by always having a good stock and by seeing to it that you know just what spool fits each camera, keeping one of the film schedules we supply always with your stock of film.

GRAFLEX CAMERAS.

The Graflex line may be comparatively new to a good many of our customers, but the cover of the 1912 Catalogue, a copy of which will be mailed to every dealer, will at once make clear the class of work done by the Graflex Cameras.

Be sure to read the first few pages of this catalogue very carefully, for in them there is a splendid explanation of Graflex principles and everyone can understand what is said.

The Graflex rounds out the Kodak, Brownie, and Premo lines, for they all work up to the Graflex.

Our Graflex sales in the short time we have been handling these cameras have been a revelation to us.

Keep the Graflex in mind and stock at least one, for they will solve the problem of many a customer and add greatly to your profits.

CONCERNING ORDERS.

The time will soon be here when our Order Department will be working to its utmost capacity, and when every dealer will want his orders "rush."

To bring the work of this department up to its highest efficiency, and to prevent delays and misunderstandings as much as possible, we bring to your notice the following:

Always give the exact quantity desired, and avoid the use of the word "dozen." We request you to avoid the use of the word "dozen" (except for plates) for the following reasons:

Many grades of our papers are packed in one dozen sheet packages, film in one dozen exposures to the roll or pack, dry mounting tissue in one, two or three dozen to the package, and flash sheets in half dozen sheet packages.

So you can see that if a dealer orders one dozen 4 x 5 Special Velvet Velox, or one half dozen No. 1 Flash Sheets we are at a loss to determine whether he wants one or twelve packages of Velox or one or six packages of Flash Sheets.

When the order calls for twelve one dozen sheet packages, or six packages No. 1 Flash Sheets, we have no difficulty in filling the order correctly.

Where certain articles are listed in more than one kind and quantity, such as M. Q. Developer, Nepera Solution, etc., or where the same article is packed in different containers, the order should be explicit; please consult catalogue or price list in entering such items.

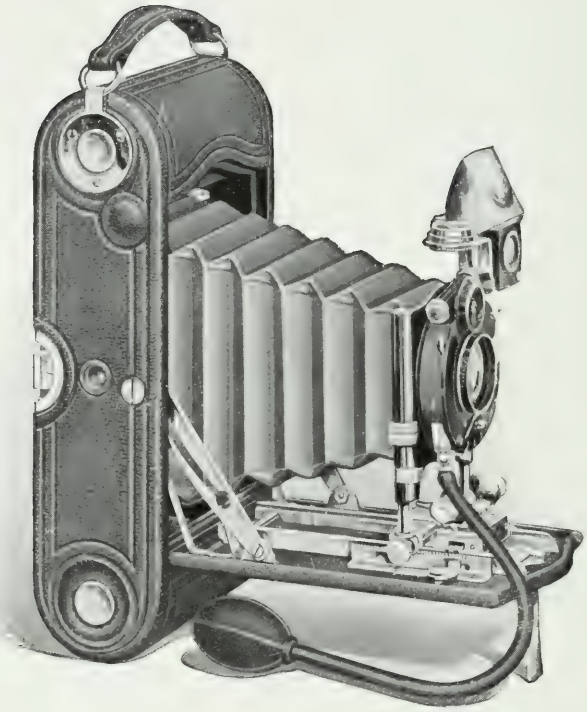
When ordering film, please give the style of the camera, or the number printed on the carton.

If you give the size only, the wrong film may be sent, as in some instances the sizes are duplicated, but the spools are not interchangeable in the different cameras.

If you have not a copy of our Telegraph Code, please write for one, as the use of the code lessens the expense of telegraph orders materially.

If more than one person in your establishment makes out orders, please call their attention to the foregoing.

Now's the time to revise your Mailing List and bring it up to date for use with the Booklets we offer you—free for the asking. A little attention paid to your list will mean increased sales.



The 1A Special Kodak.

The new 1A Special Kodak is about ready for delivery.

In construction, equipment and finish it is practically the same as the Nos. 3 and 3A Special Kodaks.

Equipped with the Zeiss-Kodak Anastigmat lens the Compound Shutter, with a speed of 1/250 of a second, it is second only to the cameras with focal plane shutter equipment.

Exceedingly compact, and exquisitely finished, this little camera will prove a sure seller to those demanding the utmost in refinement and quality, with the minimum of weight and bulk. Vacation time is at hand—a Special in stock is worth two in the catalogue.

The Price.

No. 1A Special Kodak, Zeiss-Kodak lens, f. 6. 3 Compound Shutter $50.00

Grain leather, velvet lined case, with strap 2.75

PREMO SUMMER BOOK.

The Premoette Jr. Special is fully described in the Premo Summer Book, which will be ready for distribution shortly.

And with the big business on Premoette Jrs., do not lose sight of the fact that there are other Premos equally desirable in their various sizes.

The Film Premos, the Pocket Premos C, the Filmplate Premos, have never sold so well as they have this year. The public like the Film Pack, it likes the compact, easily operated Premo cameras. There's a splendid Premo business for those dealers who go after it.

All these cameras are described in the Premo Summer Book. And remember that these books are supplied on request only. They are ordinary envelope size, with attractive covers.

Get your order in at once.

PREMO SIGNS.

By this time you have doubtless received the Premo signs which were sent you, together with Kodak signs, a few days ago.

These signs match up with our general publicity campaign. Use them continually.

Use this material. It costs you nothing. It will help you much.

FOR VEST POCKET KODAK USERS.

Every purchaser of a Vest Pocket Kodak will be interested in, and a possible customer for, the Vest Pocket Kodak Film Tank and the Vest Pocket Kodak Enlarging Camera.

The Vest Pocket Kodak Film Tank is made for use with Vest Pocket Kodak Film only, and is the only tank that will take that size film.

The V. P. Kodak Film Tank is similar in construction to the larger film tanks, except that, owing to the short length of the transfer box, the winding handles are placed on opposite sides, and the film retaining clip is made to conform to the construction of the V. P. K. film spool.

The Vest Pocket Kodak Enlarging Camera works in the same manner as the Brownie Enlarging Camera, except that on account of its small size, it is not made collapsible, and it may be used with the Brownie Enlarging Camera Illuminator. The paper holder is fitted with a sliding adjustment adapted to receive either a post card or a sheet 3¼ x 5½ paper, and a celluloid mask is provided for producing a white margin on the enlargements when desired.

Both the Film Tank and Enlarging Camera are practically necessities to the users of the Vest Pocket Kodak, and will sell on sight. You can afford to stock up strongly on them, so get your orders in early. Stock will be ready shortly.

The Price.

Vest Pocket Kodak Film Tank ..	$2.50
Duplicating Outfit, consisting of 1 Solution Cup, 1 Transferring Reel and 1 Apron	1.25
Vest Pocket Kodak Tank Developer Powders, per package, ½ doz.	.15
Vest Pocket Kodak Enlarging Camera	1.75

Regular discounts apply.

PYRO.

Hereafter the price for Eastman Permanent Crystal Pyro and Eastman Resublimed Pyro will be as follows:

EASTMAN PERMANENT CRYSTAL PYRO.

LIST PRICES AS FOLLOWS:

1 oz. bottle	$ .25
¼ lb. bottle	.70
½ lb. bottle	1.35
1 lb. bottle	2.60
5 lb. can	12.00
Discount to the trade	33⅓%
Discount to the trade in 100 oz. lots assorted	40%

EASTMAN RESUBLIMED PYRO.

LIST PRICES AS FOLLOWS:

1 oz. can	$ .25
¼ lb. can	.70
½ lb. can	1.35
1 lb. can	2.60
5 lb. can	12.00
Discount to the trade	33⅓%
Discount to the trade in 100 oz. lots assorted	40%

FOR THE SUMMER CAMPAIGN.

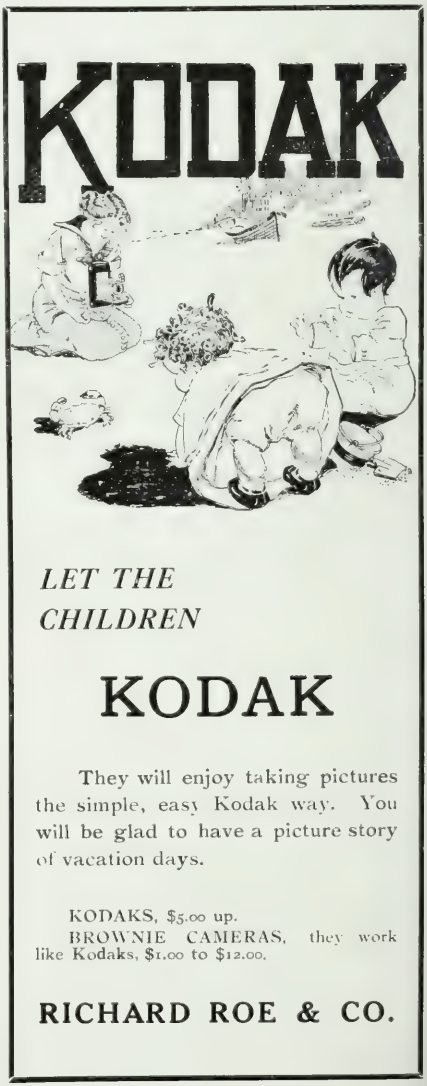
The little condensed Kodak catalogue, that we call the "Summer Booklet," and the Book of the Brownies, telling most interestingly of the Brownie family, are almost ready for distribution.

These booklets all have unusually attractive covers in full color, are well printed on good paper, and just the right size to slip into the ordinary 6½-inch envelope.

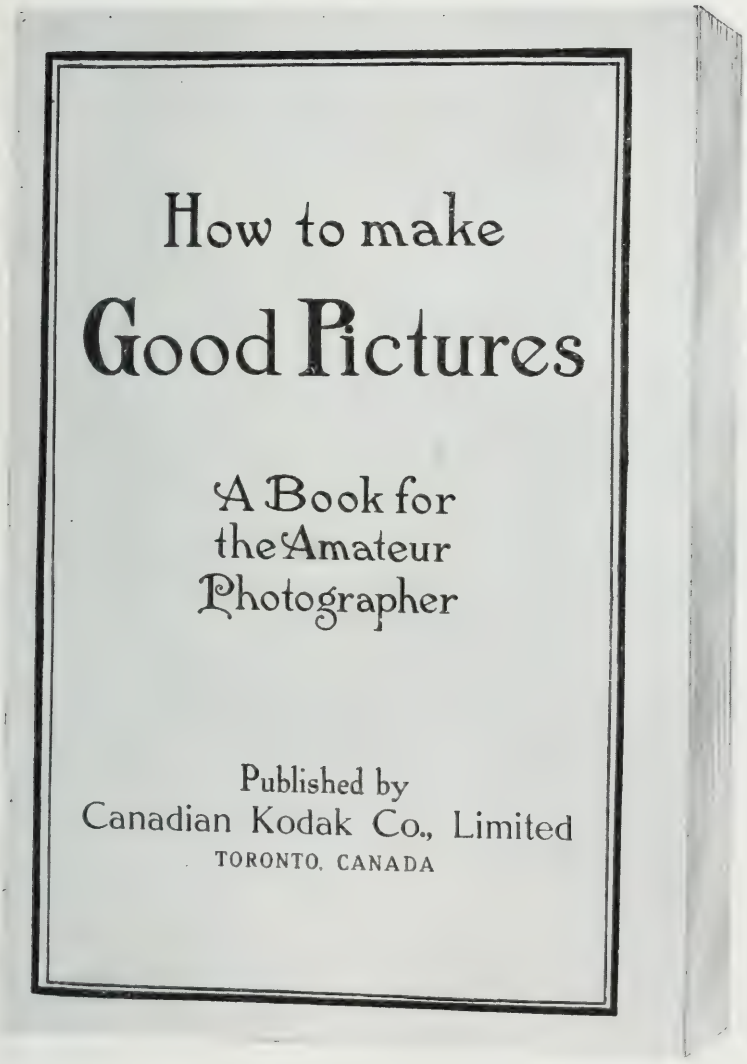
Dealers who in seasons past have mailed these booklets to a well selected list have found them splendid business producers.

Remember, however, that these booklets are sent on request only, and that but a limited edition has been published.

Write for them to-day—how many, please?


KODAK
LET THE CHILDREN
KODAK
They will enjoy taking pictures the simple, easy Kodak way. You will be glad to have a picture story of vacation days.
KODAKS, $5.00 up.
BROWNIE CAMERAS, they work like Kodaks, $1.00 to $12.00.
RICHARD ROE & CO.

Single col. 129 B.
Double col. 129 A.



HOW MANY FOR YOU?

See Page 10

CAMERA REPAIRS.

Aim at having every camera in your town in proper working order. Your film sales are more likely to jump if every amateur has his camera ready to take advantage of every opportunity. You can do a lot towards this end by putting a card, bearing a reminder, in a prominent place in your store. Your customers will appreciate your desire to serve them.

When we receive a camera for repairs, we feel that it is our duty to ourselves, to the dealer, and to the amateur, to have that camera fixed up and returned with the least delay possible, so that the owner may not be held up in his consumption of film.

To secure the promptest service, please observe the following points: Every camera, and for that matter everything sent to us, should carry a tag bearing your name and address. Goods go first to the Receiving Department, and the cameras that are tagged get the promptest attention. Write a letter giving explicit directions as to what you want done. Don't put directions for repairs in the same letter with other matters like orders, requests for advertising matter, etc. Such matters are handled in separate departments, and as the order has the right of way, the repair job is sure to be delayed.

HOW TO MAKE GOOD PICTURES.

It would be hard to find a more appropriate title for the amateur text-book announced in the May *Trade Circular*, for "How to Make Good Pictures?" is a question ever in the mind of both the seasoned amateur and the novice.

The correct answer to that question is of supreme importance to you, Mr. Dealer, for poor results make a heavy drain on enthusiasm, and we will never know how many cameras are resting peacefully underneath a covering of dust in the scrap-heap of the household, because their owners were never shown how to use them.

Make it a point to sell a copy of this book with every camera you sell. You will never have a better chance and the price is right. No customer will refuse it when you explain to him that "How to Make Good Pictures" will fill out the manual which gives directions for the use of the camera. Your customers want not merely pictures, but good pictures, and the more you encourage their ambition in picture-making the more goods they will consume.

"How to Make Good Pictures" means much to you in that it helps your customers to better work, but it is just as useful to you and your help in making you better acquainted with the goods you sell, for, unfortunately, there are some cases where the selling of amateur photographic goods is strictly limited to the mere handing out of what's called for. See to it that all your clerks, who sell photo goods, know about this book and advise them to use it as a work of reference in giving explanations.

Undoubtedly you have had cases where the explanation given failed to carry conviction to the customer's mind, but when the explanation of an intricate point is backed up by reference to this book, which bears the Kodak name, it will surely have weight.

Help your customers to better work and increase their confidence in you by pushing the sale of this book. See that you have the books in stock— that your clerks know that there is such a book— that they use it for themselves and for your customers.

YOUR FINISHING DEPT.

Developing Tanks. The article in May *Trade Circular* dealing with a Tank System for amateur finishers has brought us so many requests for plans and directions that we are re-printing the gist of the first announcement.

The booklet, "Developing and Printing for the Amateur," describes a system of tank development, based on time and temperature like the Kodak Film Tank, which makes it possible to develop a large number of rolls at once. It has been thoroughly tried out by ourselves and many others who do amateur finishing on a large scale, and is a success from the standpoint of quality of work done and time saved. A copy of this booklet should be in every dealer's hand.

For some dealers the larger tanks would be wasteful of developer, etc., and to give every dealer an opportunity of installing this system we have prepared plans and directions for a tank system of the smallest possible depth, and taking 12 rolls at a time; plans, etc., will be supplied at 50 cents to cover cost.

Stone tanks may be had of the Alberene Stone Co., 223 E. 23rd St., New York City, but satisfactory tanks for the developer and fixing baths may be made of cypress, and metal tanks may be used for washing. Metal tanks won't do for the developer and hypo, because the chemicals will attack metal. Should a dealer experience difficulty in obtaining these we shall be glad to give the name of a concern who has made satisfactory wooden tanks for several of our customers.

Velox. Use Velox. It's the paper that fits the amateur negative. There's a grade to suit negatives of every quality. The finishers who do the best work and get the best prices, use Velox. They know it's best. The best negatives deserve and the poorest negatives require Velox.

Rounds Print Washer. For automatic washing of prints there's no better device than the Rounds Print Washer, which removes the hypo in short order by keeping the prints constantly moving. It doesn't damage the prints and the saving of time is well worth the price—$10.00, less 33 1/3%.

Prices. Get away from the notion that low-priced finishing is the only way to build up business. Low prices mean, usually, poor work. The amateur is willing to pay reasonable prices for good work. Don't do work without a profit because of the wrong notion that the amateur is blind to quality and sees only the price.

CASH REGISTER MUSIC.

In every bright, up-to-date store, there's a feature that was absent from the stores of former days. The busier the store, the more prominent is this feature—cash register music. Certainly, there's nothing more pleasing to the ears of a merchant than the bells of his register ringing up sale after sale, and the

more frequently the machine peals forth, the greater pleasure it brings. But you, the owner of the business, should consider deeply the full meaning of the peal.

The ringing of the register announces the completion of a sale. Do you ever figure that your register sometimes rings too soon? Do you feel that the bells never peal forth until the most has been made of your customer's willingness to buy?

A man went into a gents' furnishing store to buy collars—3 for 50 cents—standard brand. Collars handed out, and change made, the clerk sings out—"Have you seen our new ties?" What chance did he have of selling these ties to a customer whom he had warned to quit? And this condition is not peculiar to gents' furnishing stores.

Cash register music is fine when played at opportune moments, but played too soon it's a drag on sales, for the first sound of the bell puts the touch of finality on the transaction.

To the Kodak dealer, it is of the greatest importance to make sure that over-zealous playing of this instrument does not do harm, for the kernel of the business is "Sell Kodaks to consume supplies." An amateur started right seldom backs up on his work. It pays to serve your customers with advice and suggestions on things they need and can afford, though it does not pay to antagonize them, like the barber who tries to sell hair tonic to the man with just a fringe, insulting his customer's intelligence by his very offer.

Line your clerks up on the idea of making the most of every customer, always using care and tact to suit each case. You will increase, to a surprising extent, the consumption of supplies per camera.

DIRECT VIEW FINDERS.

The Direct View Finder is finding favor with many amateurs, as with it the camera may be held on a level with the eyes, and when equipped with a mirror, as in the 1A Speed Kodak type, may be used for "deceptive angle work."

We are now supplying separately, Direct View Finders, the same as regularly fitted to the 1A and 4A Speed Kodaks and the Premoette Junior.

The Price.

Direct View Finder, for Premoette Junior	$1.50
Do., for 1A Speed Kodak	5.00
Do., for 4A Speed Kodak	2.00

Discount to the Trade, 25 per cent.

PREMOETTE JUNIORS AND OTHER PREMOS.

Gentlemen:

I bought a Premoette Jr. of your agent here, about a month ago, and every other man who sees it goes right off to the agent and buys one. I believe they have cleaned out his stock of a dozen or so, twice. I simply can't see how you can get out such good value for the price. Yours truly,

This fine tribute to the popularity of the little Premoette Jr. came into the office a few days ago. It came from a town of less than 2,000 population, and is the strongest kind of evidence of the way Premoette Juniors are being received throughout the country.

We know that many dealers appreciate this demand and are reaping the harvest, for orders and re-orders have been coming in so fast that in spite of increased

facilities, we have been unable to fill them promptly and have had to take steps to still greater facilitate production.

And we take this opportunity to advise those who have unfilled orders in that we expect to clean these all up within a short time.

PREMOETTE JR. SPECIAL.

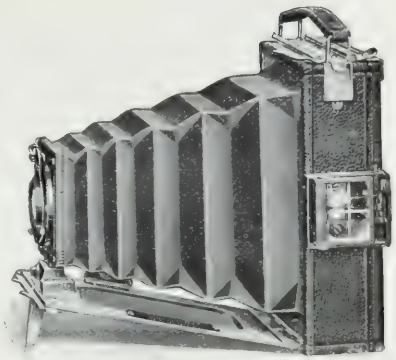
So quickly has the public appreciated the all-around desirability of the Premoette Jr. with single and Planatograph lens, that there has arisen a big demand for a Premoette Jr. with Anastigmat lens equipment.

The Premoette Jr. Special is now ready and meets this demand fully. It is fitted with Zeiss Kodak Anastigmat lens, working at f.9—the limit of speed possible with a camera, designed as this one is, to be so nearly of universal focus as to require only two focusing points—the one for near and the other for distant objects.

And as befits a specially fine camera, this model is finished in the finest possible manner. With rich black bellows, genuine Persian Morocco covering and highly nickeled fittings, it bears the impress of the quality that is in it, and at the list price of $28.00 is really an extraordinary value.

You should have this camera in stock, for it is sure to appeal to your best trade, very often to those who have larger cameras at home.

Note.—We understand that some regular Premoette Juniors have been fitted by other manufacturers with lenses which are claimed to work at f.8. This is a physical impossibility, as the shutter opening is not large enough. If a price comparison is made it should be remembered that the Premoette Jr. Special has not only the Zeiss-Kodak Anastigmat equipment, but is also a specially made and finished camera.



Premoette Jr., Special.

VELOX RE-DEVELOPER IN TUBES.

There are a great many amateurs who only wish to re-develop a small number of prints, and who, for this reason, object to purchasing the regular size Velox Re-Developer package.

To accommodate this class of customers, and to further stimulate interest in the splendid results secured by re-development, we are now putting out the Velox Re-Developer in tubes, to retail at five cents per tube.

Each tube is sufficient for sixteen ounces of solution, and will redevelop in the neighborhood of four dozen 4 x 5 prints.

The Price.

Velox Re Developer, in glass tube, per package of 12 tubes	$ .60
Discount to the trade	33⅓%
In gross lots of tubes	40%

ADVERTISE. We supply up-to-date cuts gratis.

A PROFITABLE SUNDRY.

The Kodak Autotime Scale has saved thousands of negatives from failure through lack of experience regarding exposures on the part of the amateur.

The Kodak Autotime Scale is simple to understand and to use, and once used becomes one of the most valuable features of the amateur equipment. It will pay every Kodak dealer to push the Autotime Scale, not so much on account of the profit on such sales, though that is ample, as because its users are bound to secure better results.

Better results mean, every time, the spending of more money with you, as it not only sustains the interests of the customer, but influences new converts to Kodakery.

We have on hand a little illustrated folder fully explaining the advantages of the Kodak Autotime Scale; these could be enclosed, to splendid advantage, with your developing and printing orders, or do good work for you, if only placed with the other literature you have for counter distribution.

Push the Kodak Autotime Scale, talk it, show it, and let these circulars work for you as well.

How many, please?

Take along a

BROWNIE

It will add to the vacation fun of all the family.

Anybody can take good pictures with a Brownie Camera.

BROWNIES
$1.00 to $12.00.

RICHARD ROE & CO.

Single col. 132 B.
Double col. 132 A.

HELP us to serve you better by making your orders and instructions definite. See pages 5 and 10.

THERE'S some splendid new advertising matter announced on pages 1, 4, 7 and 8 of this issue.

Some of it has already been sent to each dealer, but booklets in quantity are supplied only on request.

Your attention is invited to the Summer, Brownie and Premo Booklets.

First come, first served. Get your order in early.

The new faces and new places of vacation days invite your

KODAK

It is easy for anyone to Kodak. Let us show you.

WE HAVE KODAKS FROM $5 UP.
BROWNIE CAMERAS $1 to $12.

Richard Roe & Co.

Double col. 149 A Sihgle col. 149 B

FOR TRADE CIRCULATION ONLY.

Eastman Kodak Company

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol XIII, No. 9. ROCHESTER August, 1912

You as a Consumer.

HOW PROHIBITION OF PROTECTION OF PRICES ON PATENTED GOODS AFFECTS YOU AS A CONSUMER.

As a retail dealer you fully appreciate the dangers attending the removal of price restrictions on patented goods.

As an individual, you purchase for your own use and for the use of your household, patented price restricted goods, other than those you sell—What does the removal of price maintenance mean to you *as a consumer*?

It means possibly that for a little time you will be able to purchase certain well known, because well advertised, goods, at a lower figure.

You as a merchant know that the average of profit must be maintained or else the sheriff takes a hand in disposing of the stock. If one line of goods is sold at a cut price, the merchant must make up this loss by taking more than a fair profit on some other line—the average of profit must be maintained. And it is more than likely that this excess profit will be taken on some line of goods that you purchase oftener than those you purchase at the cut rate.

Who gets the worst of it eventually? — the consumer.

With the elimination of a standard of value the incentive to maintain quality is gone. Pressure is brought to bear upon the manufacturer to produce something cheaper, to skimp in the manufacture, to use second grade stuff where it will not be noticed; something that will meet cut rate competition and allow the dealer a profit.

Who gets the worst of this? — the consumer.

Go back still further: With a demoralized market, the manufacturer is not keen to produce new goods, he is not sure of their sale at a profit or of proper representation by the dealer, hence inventive genius is automatically blocked, and the public deprived of countless comforts and conveniences.

Who gets the worst of this? —the consumer.

Everything that works to your disadvantage as a dealer, works against you equally strong or stronger as a consumer.

In this question of price maintenance it is the consumer that must be considered.

It is for the protection of the consumer that this government exists, and statutes are enacted, and the arguments that will have the greatest weight with those empowered to enact the laws, are those from the standpoint of the consumer.

Do not rest content with addressing your representatives at Washington from the standpoint of the dealer, impress upon them the great harm the enactment of the Brown and Oldfield Bills will work to the consumer, not only in your line of business but in all others as well. Discuss this matter thoughtfully and thoroughly with your friends and business associates, and induce them to act with you in protecting and defending your undivided interests as consumers.

Have the Goods in Stock.

"IF IT ISN'T AN EASTMAN IT ISN'T A KODAK."

In your advertising it is a mistake to use phrases such as the following: "Buy an Eastman and you will have the best Kodak," or "We sell only Eastman Kodaks." It is also a mistake to refer to the Brownie cameras as Brownie "Kodaks."

The Brownie cameras are made by the Eastman Kodak Company, but they are not Kodaks. The Brownie cameras are a less expensive line of cameras, and designed to be sold to those desiring a practical camera at a small cost.

"Kodak" is our registered trade mark, and can only be applied to goods manufactured by us. Consequently when you use such a phrase as "Buy an Eastman and you will have the best Kodak," you are inferring that there are "Kodaks" other than those manufactured by the Eastman Kodak Company, and doing an injury to both your business and our own.

We have occasionally seen dealers advertisements wherein Brownie cuts were used for Kodak advertisements, and vice versa, and some where the cuts were placed upside down. You cannot be too particular in your advertising, use the proper cuts, inspect and read your "proof" from the printer carefully.

Remember that we will supply you, promptly and without cost, any cuts shown in our cut sheet. The "Ten Little Tempters," our second series of ready to use newspaper ads. will help you out if you are too busy to prepare your own.

CAMERA REPAIRS.

Aim at having every camera in your town in proper working order. Your film sales are more likely to jump if every amateur has his camera ready to take advantage of every opportunity. You can do a lot towards this end by putting a card, bearing a reminder, in a prominent place in your store. Your customers will appreciate your desire to serve them.

When we receive a camera for repairs, we feel that it is our duty to ourselves, to the dealer, and to the amateur, to have that camera fixed up and returned with the least delay possible, so that the owner may not be held up in his consumption of film.

To secure the promptest service, please observe the following points: Every camera, and for that matter everything sent to us, should carry a tag bearing your name and address. Goods go first to the Receiving Department, and the cameras that are tagged get the promptest attention. Write a letter giving explicit directions as to what you want done. Don't put directions for repairs in the same letter with other matters like orders, requests for advertising matter, etc. Such matters are handled in separate departments, and as the order has the right of way, the repair job is sure to be delayed.

A DOUBLE PROFIT.

During a busy day the amateur with questions to be answered becomes somewhat of a problem.

Correctly and courteously answered these questions must be, or else the customer becomes disgruntled and takes his patronage elsewhere.

"How to Make Good Pictures," solves practically every amateur photographic problem, and if you will just pick up a copy of this book and show the customer the solution of his problem, and the vast fund of other practical photographic information this book contains, you will, in practically every case, save your valuable time, and make a sale as well.

Make your vacation visits more enjoyable with a

KODAK

Add to the pleasure of taking pictures and the satisfaction of possessing pictures of old and new friends.

KODAKS, $5.00 and up.

RICHARD ROE & CO.

Double Column Cut No. 152A.
Single Column Cut No. 152B.

3A PREMOS.

In the Premo catalogue of the last two years, we have listed the Film Premo No. 1, Pocket Premo C and Filmplate Premo in the 3 x 5¼ size, and these cameras have sold very well indeed.

But so many inquiries have reached us for these cameras in 3¼ x 5½ size, and so many dealers have written us that they could sell many more of them if made in that size, that we have decided to discontinue the 3 x 5¼ size, substituting for it the 3A (3¼ x 5½) size.

Therefore the Film Premo No. 1, Pocket Premo C and Filmplate Premo will hereafter be furnished in the 3A (3¼ x 5½) size. These cameras make full size 3¼ x 5½ pictures, and hence will not accommodate the 3 x 5¼ Film Packs or adapters. Remember this, for it is very important to prevent confusion both in ordering and in delivering goods to customers.

The 3 x 5¼ size of film packs and adapters will still be furnished to accommodate those who already have these cameras, but they will not fit the new models and should never be referred to in ordering as 3A.

To still further avoid the possibility of confusion, all 3A Film Packs will be packed in cartons printed in black and *green* instead of black and *red*, as used on every other size of film pack carton.

With the co-operation of the dealers who will bear these simple facts in mind, there should be very little confusion even before the new size gets itself thoroughly established.

These 3A Premos are exactly like the previous models in every respect, excepting size, and will be listed at the same prices; viz., 3A (3¼ x 5½) Film Premo No. 1, $12.50; 3A (3¼ x 5½) Pocket Premo C, $15.00; 3A (3¼ x 5½) Filmplate Premo, $26.50. The Filmplate Premo Special, as announced in catalogue, was originally made for full size 3¼ x 5½ pictures, so that no change is necessary in it.

These cameras will undoubtedly command a very large sale. It is only necessary to remember that in the 3 x 5¼ size they have always been exceedingly popular, and when you can give your customers the same cameras at the same prices, but making full size post card pictures, the sales should commence to jump at once.

We reproduce on page 5 a double column, nine inch advertisement, which we will run on these models in the August issue of the Saturday Evening Post and Collier's. These advertisements will reach millions of people—some in your locality. Be prepared for them. Have the goods in stock.

Don't forget the list prices for 3A Film Packs and Adapters. 3A (3¼ x 5½) Film Packs, 12 exposures, $ .80; 3A (3¼ x 5½) Adapters $1.50

FOR THE VACATIONIST—

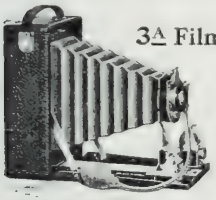
Kodak Film Tank,
Portrait Attachment,
Kodak Metal Tripod,
Velox Post Cards.

3A PREMOS

Our newest models, just out, made especially for those who want to take the most popular size of amateur pictures—3¼x5½.

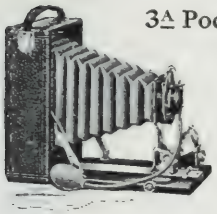
This size is just right for post cards; unusually effective for landscapes and street scenes, when used horizontally; while vertically, it is ideal for portraiture.

Incorporating the very best in Premo construction, these cameras offer a choice in price and equipment to meet the requirements of anyone. And they all make excellent pictures.



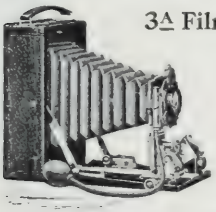
3A Film Premo No. 1, $12.50

Loads in daylight with Premo Film Pack. Open back, drop in pack, close back and it's done. Fitted with tested Planatograph lens, Kodak Ball Bearing shutter, reversible finder, two tripod sockets, and nicely finished. Remarkably light and compact.



3A Pocket Premo C, $15.00

Takes films or plates with equal facility; permits ground glass focusing with either; fitted with tested Planatograph lens, Kodak Ball Bearing shutter, rack and pinion focusing attachment, two tripod sockets, reversible finder, and is as light and compact as the average purely film camera.



3A Filmplate Premo, $26.50

Takes films or plates with equal facility; permits ground glass focusing with either; fitted with Planatograph lens, Kodak Automatic shutter with Kodak Autotime Scale, rack and pinion for focusing, swing bed, rising and sliding front, two tripod sockets, reversible finder, and is very light and compact.

We offer also the **3A Filmplate Premo Special**, similar to above, but fitted with Zeiss Kodak Anastigmat lens and Compound Shutter with maximum speed of $\frac{1}{200}$ second. This camera is also finished in specially rich style. Price, $65.00.

Premo catalogue free at the dealer's or mailed on request.

ROCHESTER OPTICAL DIVISION

EASTMAN KODAK CO. ROCHESTER, N.Y.

This advertisement will be seen by millions of people—
Have the Goods in Stock—See page 4.

Placing the Brick Facing on the New Kodak Office Building.

TOPS THEM ALL.

The steel frame of our new office building is now in position, the roof is being put on, and the work of flooring and brick facing is proceeding rapidly.

The illustration on page 7 shows the progress of construction the middle of July.

With this type of construction the brick facing may be placed in position on any one floor independent of any of the other floors, the illustration above shows the masons thus engaged.

The new Kodak building towers far above all other buildings, and will, when completed, be the most imposing structure in the sky line of the Kodak City.

THE CONSUMER'S STANDPOINT

Read page 1 carefully.

A Recent View of the New Kodak Office Building—See page 6.

EASY TO SELL.

We have said a good deal in previous issues about the continued increase in business of the Premo line.

A letter just received is such a good illustration of what can be done by those who push this line, that we publish it.

"Have you been watching the sales of Premos from this side lately? Sold 62 in May, 25 so far in June. Just sent in another order for 21 more to-day, three yesterday.

Premos are easy to sell now, since new shutter has been put on, fine stuff.

Going to go for 75 this month, if nothing happens."

The dealer from whom this letter was received is doing an excellent Kodak business as well, a fact which upholds our contention that there is plenty of room for both lines, and that a dealer who overlooks the Premo line is really losing business.

Of course you want the maximum of results from your photographic department. See to it then that your salespeople know and show the Premo and Premo Film Pack advantages.

See to it that you use the Premo advertising matter which has been furnished, and which will be furnished on your order.

Finally, see to it that you have the goods in stock.

Tell your customers about the London Daily Mail Vacation Competition, see July Trade Circular.

Your Youngsters can take good pictures with a

BROWNIE

Simple to the last degree, yet thoroughly practical, no dark room for any part of the work.

Bring the Children in and let us show them how easy it is.

RICHARD ROE & CO.

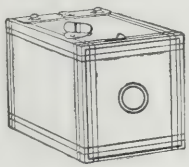
Single Column 141B.
Double Column 141A.

For the RETURNED VACATIONIST—

Film Negative Albums,
Kodak Print Albums,
Dry Mounting Tissue,
Velox Water Color Stamps.

Make the acquaintance of the Brownie family and add picture taking to your outdoor pleasure.

Here is the smallest of the little cousins of the Kodak.

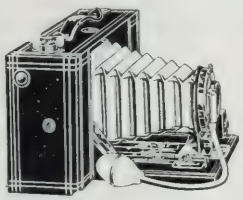


No. 1 BROWNIE

$1.00

Takes pictures 2¼ x 2¼ inches, well made in every detail and sent out with the Kodak stamp of reliability.

And this is the largest of this interesting family.



3A Folding Brownie

$12.00

Takes pictures 3¼ x 5½ inches, the post card size, equipped with an efficient lens and shutter.

We have all the Brownies and will be glad to show you how easy they are to use.

RICHARD ROE & COMPANY.

Single Column 226 B.
Double Column 226 A.

Single Column 224 K.
Double Column 224 A.

THE VALUE OF SAYING "THANK YOU."

Everyone appreciates courteous treatment; a smile of welcome and a simple "thank you" at the close of the transaction has made many a firm friend out of an otherwise indifferent customer.

The value of "thank you" is most clearly set forth in the following article recently published in "Graham Light."

"The courteous clerk had completed the sale. He had wrapped the goods neatly in a compact package and handed back the change when he closed the whole transaction with the above two, simple, little words.

But what a lot they meant! Great businesses have been built largely upon these words and many a fine organization has lost prestige and finally fallen into decay just because 'Thank you!' and just such other supposed trifles were not rigorously lived up to as really necessary adjuncts of the business.

'Thank you!' is the finishing touch of the sale. It tells the customer that you appreciate his patronage. You may show him all these things by courteous attention, by service, by the care with which you take his orders and the suggestions that you give him, but at the end of the whole transaction, if you do not cap the sale with 'Thank you!' which puts you verbally on record as appreciating his trade, a considerable part of the good impression is lost.

Many of the large department stores in the United States insist that all their salespersons say 'Thank you!' on pain of dismissal if they fail to do so.

One of the big corporations in the United States, a cigar concern with retail stores scattered throughout the country, puts all of its clerks through a training school before they are declared fit to sell goods behind the counter.

A big part of this training is in saying 'Thank you.' Some of them even spend hours in learning to say it with just the right inflection, the right modulation, and in a way that takes away any suggestion of servility. This big successful concern believes time and money are well invested to secure this end.

Too often this little courtesy is overlooked, but care should be taken that it does not become chronic.

'Thank you!' is always good business for any business.

Clerks should be instructed in its use and informed of its importance. Set them a good example by always using it yourself. You see its importance now, don't you? 'Thank you!' "

You pay 40 per cent of your rent for your Display Windows—Make them earn it.

CASH REGISTER MUSIC.

In every bright, up-to-date store, there's a feature that was absent from the stores of former days. The busier the store, the more prominent is this feature—cash register music. Certainly, there's nothing more pleasing to the ears of a merchant than the bells of his register ringing up sale after sale, and the more frequently the machine peals forth, the greater pleasure it brings. But you, the owner of the business, should consider deeply the full meaning of the peal.

The ringing of the register announces the completion of a sale. Do you ever figure that your register sometimes rings too soon? Do you feel that the bells never peal forth until the most has been made of your customer's willingness to buy?

A man went into a gents' furnishing store to buy collars—2 for 25 cents—standard brand. Collars handed out, and change made, the clerk sings out—"Have you seen our new ties?" What chance did he have of selling these ties to a customer whom he had warned to quit? And this condition is not peculiar to gents furnishing stores.

Cash register music is fine when played at opportune moments, but played too soon it's a drag on sales, for the first sound of the bell puts the touch of finality on the transaction.

To the Kodak dealer, it is of the greatest importance to make sure that over-zealous playing of this instrument does not do harm, for the kernel of the business is "Sell Kodaks to consume supplies." An amateur started right seldom backs up on his work. It pays to serve your customers with advice and suggestions on things they need and can afford, though it does not pay to antagonize them, like the barber who tries to sell hair tonic to the man with just a fringe, insulting his customer's intelligence by his very offer.

Line your clerks up on the idea of making the most of every customer, always using care and tact to suit each case. You will increase, to a surprising extent, the consumption of supplies per camera.

When we print your Vacation Pictures we print them on

VELOX

The paper that is made especially for amateur negatives.

If you do your own printing let us give you a free copy of "The Velox Book."

RICHARD ROE & CO.

You press the button, We do the rest.

Your vacation pictures mean much to you.

We "do the rest" the up-to-the-minute Kodak City way.

We print on Velox paper, the only paper made expressly to suit amateur negatives.

RICHARD ROE & COMPANY.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. IX., No. 5. TORONTO, ONT. SEPTEMBER, 1912

YOUR PAPER SALES.

By the latter part of September the vacation season will be pretty nearly ended, and at this time there's a lead to greater profits for every Kodak dealer to follow.

Thousands of negatives made during the preceding months have either not yet been printed or have had just single rough proofs, as it were, made from them.

There's profit for you in increasing the number of prints made from every negative and you can make a good deal of progress in this direction by reminding your customers that vacation friends would appreciate pictures of the good times enjoyed together. Not every customer will fall in with your suggestion, but a surprising number will take the hint. Besides, coming from the dealer, the suggestion will not arouse any feeling of being "worked" for prints—the sending will be voluntary. A card put where everyone must see it will most suitably convey the reminder. If you have a good Finishing Department, you will reap a greater profit, but in any case have an adequate stock of Velox on hand to meet your customers' wants.

Velox is made especially for the amateur and offers a grade to suit every class of negative. Have a good stock of all grades on hand, giving the preference to Velvet, and in all amateur sizes.

Remember Post Cards, too.

Velox Manuals will be mighty useful at this time—helpful to your customers in overcoming little snags and useful to you in saving time when making explanations. Order Velox Manuals when you are sorting up your paper stock.

Remember, too, that larger paper business means larger business in Powders and Solutions.

Your customers will buy if you put the suggestions to them in convincing style.

TO THE END OF THE STRING.

Play the string to the end! Play it yourself and see that your clerks do the same.

It's poor salesmanship to take a customer's money for a 3A Kodak and then let him go at that. You are at once falling short of your duty to yourself and to your customer.

Jones' desire for pictures has got so warm that he is ready to hand you his good money for the camera of his choice, and his desire is still warm enough to make him see the point in a Carry Case, a Tank Developer, Thermometer, Portrait Attachment, Color Screen, etc.—to the end of the string.

He shows his confidence in you and your goods by purchasing of you. Return the compliment by bringing to his attention other goods that will help him in his work. Maybe, he does not know there are such goods and the best time to show him is while his desire is still warm.

Sales of such goods—call them auxiliary or subsidiary—will be made in nearly every case, perhaps not all at once, but you will have the satisfaction of knowing that Jones knows that you have such goods and you begin to feel that he will eventually buy them.

As a dealer puts it: "One of the reasons I like handling photographic goods is because each camera sold is just the start of a string of things, and gives an opportunity for good salesmanship on the other goods which my customers will want to do the best work, and I believe they all want to do this work, if I can show them."

Be systematic in your selling, for system counts now as never before, and a little practice soon converts a system like this into second-nature.

Your customer expects your advice and help. It pays to meet him. Play the string to the end!

ROYLON.

In the handling of developing papers, there have always been a certain number of people who have been affected more or less by the use of different developing agents, the same having an irritating effect on the hands.

In "Roylon" we believe that this objection is to a large extent overcome and that in most cases, where a workman is so affected, Roylon may be used with no ill effects.

In connection with Hydrochinon, Roylon makes a developer that is vigorous in its action, giving prints of remarkable brilliancy with a full scale of gradation.

THE PRICE.

Roylon, 1 ounce bottle	$ .60
Roylon, ¼ pound bottle	2.25
Roylon, ½ pound bottle	4.25
Roylon, 1 pound bottle	8.00
Discount to the trade	33⅓%
In lots of 10 lbs. or more, assorted, Discount	40%

ARTURA IRIS E SMOOTH.

There has been a heavy demand for Artura Iris Grade E, with a still smoother surface than we have been supplying. As there is but little difference between the surface of Iris E Medium Rough, and Smooth, we will from now on supply Iris E Smooth, in a perfectly smooth matte surface similar to Iris C, on buff stock.

Prices and discounts the same as on other grades of Artura Iris Grade E.

THE 1913 HOLIDAY CALENDAR

(See page 4.)

THE LITTLE SPECIALTIES.

It is the little specialties which sell quickly that keep things going. Remember this now, in the fall of the year—the time for making prints from vacation negatives—when you can fill in between the sale of cameras and larger accessories by bringing to the notice of your customers the various little sundries which, though costing but a trifle, increase the ease and pleasure of picture-making for them, and profits for you.

Have you seen the Kodak Photo Blotter Book? This is one of the little specialties that will sell on sight to every amateur who does his own finishing. If you use it yourself in your finishing department you will understand what a convenience it is.

Have you exploited Kodak Velvet Green to your customers? A great many of the vacation negatives are particularly suited to this style of paper, and will have an added charm if printed on Kodak Velvet Green. Show them how simple the process is—just the same as ordinary Velox printing.

Now is the time to stock up on such things as Trays, Graduates, Trimming Boards, Printing Frames and Mounts, for a good many of the amateurs will need to replenish their stock, and some are only commencing the fascinating pastime of printing their own pictures, and it is essential to the future success of your Kodak business that you start the beginners right.

Velox Transparent Water Colors will increase the amateur's interest in picture-making. Each booklet of these colors gives explicit directions for their use, and with a little practice any one of your customers can become quite expert.

When the amateur has made all the prints he wants from his negatives for the present, what becomes of his negatives? Many an amateur in your town has never heard of the Kodak Negative Album, and by selling him one, you would be disposing of one of his difficulties. It is the only satisfactory way to keep negatives—they are always at hand when you want another set of prints. The Negative Albums are listed in the different sizes in the catalogue.

The little specialties that sell quickly keep things going.

THE 1913 CALENDARS.

The enterprising dealer has always reaped a goodly amount of extra profit in pushing our line of holiday calendars.

As good as this line has been in past seasons, the Holiday Calendars for 1913 surpass their predecessors in every particular.

Not only are they the most attractive in design, as the illustration on page 3 demonstrates, but in addition possess a unique mounting feature that will irresistibly appeal to every amateur. This feature consists of a double mat, the outer one with a rectangular opening, and the inner one, on a contrasting stock, with an oval opening, so that the print may be matted either way, as best suits the subject.

This feature makes the entire line suitable for all classes of pictures, the vertical oval mats being

particularly well adapted to amateur portraiture, and the horizontal ovals for groups.

In any event the amateur has a choice of openings for every picture, and when the oval mat is used, has the effect of double mounting.

The 1913 Calendars are made in gray, for all standard amateur sizes. The mats are fastened to the back with silk tasseled cords, harmonizing in color with the mounts.

The double mat feature is unique with this line, and its many advantages, combined with harmonious designing of the calendars, make the 1913 Holiday Calendars most attractive to the amateur attempting to solve the small remembrance problem.

Have a well assorted line in stock early, display them prominently, and they will practically sell themselves.

NEW YEAR CALENDARS FOR 1913.
MADE IN GREY ONLY.

For Horizontal Prints.

No.	Size of Print	Size of Card	Price per C.
1	2¼ x 3¼	5 x 7¾	$ 9.50
2	2½ x 4¼	6½ x 8	10.00
3	3¼ x 4¼	6¾ x 9½	10.50
4	3¼ x 5½	8 x 10¼	12.00
5	4 x 5	7¼ x 10½	12.00
6	4¼ x 6½	8¾ x 10¾	16.00

For Vertical Prints.

7	2½ x 4¼	4⅜ x 9⅞	$10.00
8	3¼ x 5½	5⅜ x 11⅜	12.00

Put up 25 in box.

Discount to trade 40%.

Extra Pads,

Smaller size No. 1—$1.50 per C. } Less
Larger size No. 2— 1.75 per C. } 25%

There's a liberal education in a

BROWNIE CAMERA

Let it teach *your* children to observe and to remember what they see. Any boy or girl can make good pictures with a Brownie.

BROWNIES,
$1.00 to $12.00.

RICHARD ROE & CO.

Single Col. Cut No. 158B.
Double Col. Cut No. 158A.

The Best Seller in Photographic Literature,

"HOW TO MAKE GOOD PICTURES."

Price 25c. Discount 33⅓

KODAK AT THE CANADIAN NATIONAL EXHIBITION.

We show herewith two pictures of the Kodak booth at the National Exhibition just held in Toronto.

Our exhibit consisted of a full line of cameras, tanks, etc., as shown in the pictures, the walls of the booth being draped and hung with a wide range of enlargements, and we believe we are not stating it too strongly when we say that "Kodak" came in for as much favourable comment as any other display.

Our representatives had the pleasure of meeting many Kodak dealers, not only from Ontario but from the other Provinces, even from the far West, to whom the display appealed most favourably.

POINTERS FROM THE C. N. E.

A manufacturer seldom has a better opportunity of getting first-hand comment on his goods from the consumer than we had at the C.N.E. There were some warm tributes as to superior quality handed to us, but the point that was brought out most prominently was that mighty few amateurs have a good understanding of enlarging.

The question most frequently asked was: "Are those really enlargements?" and "Can my negatives enlarge like that?"

To everyone we explained that by the Brownie Enlarging Camera enlargements could be had of as good quality as those on the walls, though of limited size, and that the process was practically as simple as contact printing.

In another article of this issue we have something to say about "Your Paper Sales" and enlarging has a direct connection with that. On page 9 we reproduce an illustration of a simple and most convincing display of the Brownie Enlarging Camera, which may be easily arranged, and we suggest that every dealer get after the enlarging business right now, using this or some other suitable display in his window. The enlarging field has not been worked anywhere as hard as it should be, and probably offers just the new feature you need to take up the slack after the heaviest summer you have had.

Another point brought out strongly was that the Tank is as

popular as ever. We think the Tank was shown as often as cameras.

The final lesson was that not every dealer knows his goods as well as he should. Once again, we repeat that a careful study of "How to Make Good Pictures" will enable the dealer and his clerks to handle customers with mutual satisfaction and profit.

BOOKLETS.

"At Home With a Kodak" is just about the most called-for booklet we ever had. In anticipation of a continued large demand we ran a larger edition and shall be glad to supply them to dealers in quantity with regular imprint.

"By Flashlight" is another publication that you should have in stock at this time. Same applies to Tank booklets.

To take care of our largely increased Premo business, we printed the Premo booklet. Some dealers are making the mistake of not stocking Premos. There is a large and growing demand for Film Pack Cameras. Premo booklets—abridged catalogues—will help you get your share of it.

CORRECTIONS.

Azo E is made in Hard and Hard X only, not in Soft as listed on page 44 of Condensed Price List.

Through a regrettable error, the price of Double Coated Mounting Tape was given as $ .15 per roll instead of $ .25.

Dealers are requested to take note of the above.

Goods You Should Have in Stock for Fall Trade:--

Printing Frames

Graduates

Trays

Thermometers

Hard Rubber Stirring Rods

Albums

Mounts

Dry Mounting Tissue

Kodak Photo Blotter Book

Velox Water Colors

Brownie Enlarging Cameras

Portrait Attachments

Color Screens

A Timely and Practical Window Suggestion.

Place a negative in one end, an enlargement in the other end, and indicate the dotted lines by white string. Of course the negative should be upside down. A border for the window can be made of our booklets: "Bromide Enlarging with a Kodak."

CITY AMATEUR TO COUNTRY DEALER.

Dear Mr. Dealer:

I have just returned from spending my vacation in the country. Of course, I had my Kodak with me and I just want to tell you about some of the things I noticed regarding Kodak business.

It seems to me that the farm offers the amateur photographer a greater range of opportunities than any other place for making pictures, and I hardly think dealers in the smaller towns are as alive as they should be to the business they can get from the farmer.

While I was on the farm my Kodak was in demand for photographing everything of interest to my host, and if you stop and consider the variety of interesting objects in connection with a farm, you will realize that we used up no small amount of film.

This farmer was particularly proud of a splendid crop of beans he had raised, and his first question at sight of my Kodak was "Can you take a picture of my beans?" I assured him that I could, and lost no time in getting busy. Once started my Kodak was kept going, and since returning I have been able to send him very successful prints from negatives I made of the new buggy, the pretty driver, the hired men drawing in hay, the cattle in the pasture field, the young colt, the creek that wound through the farm and the shady trees with their overhanging branches beside it, and numerous bits of pretty scenery in different sections of the farm.

When my supply of film had run out I had some difficulty in locating the Kodak dealer in the nearby town, for although the place was small the farmer's family never knew that Kodak goods were sold in their town. Consider the opportunities this dealer had lost.

The average farmer of to-day is fairly well-to-do, and with the increase in labor-saving devices his leisure time has also in reased. What is he to do with his leisure? In the city there are amusements of all kinds to fill in the hours of relaxation but the farmer has none of these. Dealers in small towns are more intimate with their customers and ought to know just where they can make successful bids for Kodak business, and my observations lead me to believe that the dealers who have never got after the farmer's business would be surprised at the interest he will take in amateur photography when once you get him started. I know of one farmer, anyway, who will buy a Kodak if the dealer only gets after him.

Yours truly, *CITY AMATEUR.*

EASTMAN PRINT PADDLE.

Here is as handy and practical a print room accessory as has ever been devised.

The Eastman Print Paddle is made of hard rubber, and is acid and chemical proof, and is exactly the right shape for the proper handling of prints in the fixing bath.

THE PRICE.

Eastman Print Paddle, per dozen.$4.00
No order accepted for less than six.
Discount to the trade.....33⅓%

ADAPTER FOR VEST POCKET KODAK FILM.

By means of this adapter the 3½ inch, 5 inch, 7 inch Kodak Film Tanks and the Commercial Changing Boxes may be employed to develop Vest Pocket Kodak Film.

The adapter is exceedingly simple, and may be placed in position in an instant.

THE PRICE.

Adapter for Vest Pocket Kodak Film. . . . . $ .10
Discount to the trade.....25%

Post Cards from Vacation Negatives.

IMPROVED KODAK DRY MOUNTING PRESS.

The Kodak Dry Mounting Press has been vastly improved over the first models introduced.

In our own finishing and sample print departments we make use of the Kodak Dry Mounting Presses exclusively, and as our work must be just the very best in every particular, the work of the presses has to be right or else we could not use them.

The Kodak Dry Mounting Presses are in use in many studios and finishing departments and are affording the utmost satisfaction.

For mounting on thin mounts and album leaves the Kodak Dry Mounting Press has no equal, as the prints lie flat without the slightest tendency to curl or buckle, and, after mounting, are not affected at any future time by climatic conditions.

A Kodak Dry Mounting Press will add much to the efficiency of any finishing department, and you should be able to sell a number of them if you have a press in stock to display.

THE PRICE.

Kodak Dry Mounting Press, plate 5 x 7 .....$15.00
Do., plate 11 x 14..... 50.00
Arranged for heating with gas only.
Discount to the trade.....20%

Get the Best out of your Best Negatives.

Anybody can make enlargements with the

Brownie Enlarging Camera

Simple as a printing frame---No dark room necessary. Inexpensive too, 8 x 10 size only $4.00. Let us explain its working to you.

RICHARD ROE & COMPANY.

Cut No. 227A.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. IX., No. 6. TORONTO, ONT. OCTOBER, 1912

FALL AND WINTER BUSINESS

Every winter finds more Kodak dealers making a bid for business on the assumption that Kodakery is an all-the-year-round pastime, and once we succeed in bringing them to this point of view they never go back.

When a dealer puts his goods out of sight for the winter, he invites his customers to put their cameras out of sight for the winter too, and it does not take them long to take the hint.

For the general prosperity of your business you should push Kodak goods in the winter as well as in the summer. Keep up your displays, and point out the interesting features in winter photography; as a starter—go after Christmas business.

Bring before them the charms of Home Portraiture. This will help you to sell, in addition to cameras, film and paper, Portrait Attachments, Flash Sheets and Tripods.

Later on when the snow comes you will be able to show enlargements of local winter scenery (we will supply the enlargements if you send us the negatives) and you will find that it will not take your customers long to grasp the idea you wish to convey. Instead of lying idle on your shelves, the cameras will be in the hands of the amateurs consuming films.

THE 1913 HOLIDAY CALENDAR.

In the September issue of Trade Circular, we gave you a description and prices of the 1913 Calendars. If you have forgotten the attractive features of this Calendar we mentioned there, look them up now—they will provide you with some strong selling points.

Everyone has a little circle of friends to remember at the holiday season, and for many of them an actual gift is out of place. In such a case, could anything be more suitable than a snapshot that interests both the giver and the receiver, mounted on one of our dainty 1913 Calendars?

Put it to your amateur customers that the people they have met during the summer vacation will be pleased when they receive pictures of themselves or mutual friends taken when they were all out for a good time together; and mounted in such a way that they can have them always before them—a constant reminder of a happy holiday.

COLOR SCREENS AND PORTRAIT ATTACHMENTS FOR THE NEW MODELS.

To render their field of usefulness as wide as that of their older and larger brothers, we have now ready Color Screens and Portrait Attachments (designated as the No. 8) to fit the following cameras: Vest Pocket Kodak, Vest Pocket Kodak Special, Premoette Jr., Premotette Jr. with double lens, and the Premoette Jr. Special.

The amateur is in most cases fully aware of the great practical value of the color screen and portrait attachment, and every owner of any one of the above instruments will want them both. Please order by number.

THE PRICE.

Kodak Color Screen No. 8....$	.50
Discount to the trade	.33⅓%
Kodak Portrait Attachment No. 8 .....$	.50
Discount to the trade	.25%

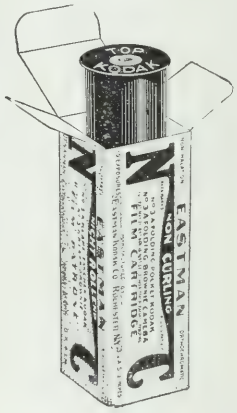
NEW ADVERTISING MATTER.

SHOW CARDS.

About November 10, we are going to send each dealer an assortment of new hangers and show cards for display purposes.

BOOKLETS.

Our 1912 Kodak Winter Booklet is now being printed and will be ready early next month. The same applies to the Premo Winter Booklet. To get these booklets distributed when they will do the best work for you, get your orders in now so we can get the imprinting of names under way at once. Specify quantities wanted of Kodak and Premo Winter Booklets.



We sell only the dependable

EASTMAN "N. C." FILM

Properly orthochromatic and tested to give the best possible results to Kodakers under all conditions.

Twenty-seven years experience behind the manufacture of these films.

RICHARD ROE & CO.

For best results always use

EASTMAN NC FILM

Really fast and orthochromatic.

27 Years of Manufacturing Experience behind it.

LOOK FOR "KODAK" ON SPOOL END

MORE FILM BUSINESS.

Above we show a reproduction of a cut we have had made for the use of our dealers who conduct amateur finishing departments. We will supply this in the form as you see it of a suitable size to slip in the envelopes in which you deliver negatives and prints to the amateurs, or we will send you a plate so that you may have it printed right on the envelope.

You will notice it calls attention to the necessity for using Kodak Film to obtain the best results from exposures. This will be an advantage, particularly in cases where the dealer is called upon to make negatives or prints from non-Kodak film, and will help him to secure any film business that may be getting away from him, from people who are not aware of the superior qualities of Kodak Film over that of any other make.

If you would like to use the slip, let us know how many you want, and we will send them to you; or if you prefer the cut—please advise us.

HAND BAG FOR VEST POCKET KODAK

Made of first quality chamoisette, the Hand Bag for the Vest Pocket Kodak, affords ample protection for the camera without adding preceptibly to its bulk.

The bag is provided with strong silk drawing cords, which may be used as a handle to carry it by, in the same manner as a lady's purse.

Each bag neatly packed in separate envelope.

THE PRICE.

Hand Bag for Vest Pocket Kodak.$ .25
Discount to the trade, 30%.

CAMERA REPAIRS.

We do not solicit "repairs" business, but do, like yourself, solicit "film" business.

You know that you will sell more film if every camera in your town is in good working order so that no amateur will be held up when he wants to use his camera.

You also know that it will pay you to see that all these cameras are in good order all the time. Therefore we suggest that you constantly keep the subject of repairs before your customers and not allow a lot of cameras to lie in an unserviceable condition till the busiest months of the year, when it is impossible to get the work done as promptly as should be.

You will help yourself and help us, too, by doing your best to avoid an avalanche of repairs from May to September, and, for the balance of the year, keeping every camera, if not working, at least in working order.

It will take time, but constantly reminding your customers is bound to produce good results. To help the good work along, we are getting out a neat card for counter use which can be displayed as a reminder.

NEW METAL TRIPODS.

We have made our line of metal tripods more complete by adding two new ones:

Metal Tripod, 7 sections, No. 400, length closed 12 inches $6.50
Metal Tripod, 4 sections, No. 410, length closed 15¾ inches 3.25
Trade Discount 40%.

KODAK
It's fun all the time when you
KODAK
Picture-taking adds a lively interest to the most commonplace subjects and makes every little outing an occasion. Easy too. Let us show you how easy.
RICHARD ROE & CO.

No. 110B—Single Column.
Also No. 110A—Double Column.

A Time Saver—Kodak Photo Blotter Book

THE BIG KODAK EXHIBITION.

A good many Kodak dealers remember the big exhibition of five years ago which visited Toronto and Montreal. The Eastman Kodak Company has just started on tour in the United States a show along similar lines, but bigger and better. We have arranged to have this exhibition visit the larger cities of Canada, starting with Toronto early in May, 1913.

There will be a splendid display of pictures made from Kodak negatives, and a lecturer who is a thorough master of his subject will explain the Witchery of Kodakery, illustrating his lecture by lantern slides. A novel feature of the exhibition will be two clever motion picture comedies, in one of which Kodak is the hero and in the other Brownie.

To get an idea of the magnitude of the show, we illustrate at top of page the express car in which it travels. The car is one of the largest that can be handled in the express service, and it is only by the closest figuring that it has been made to accommodate the screens of enlargements, demonstrating booths and other equipment which goes with the show. The car itself is sixty-three feet long, nine feet wide and seven feet high, with capacity of fifty thousand pounds. The baggage of the Exhibition consists of more than 182 cases, weighing close on to twenty-five tons.

The car is painted in royal blue with white lettering, and it is bound to attract attention.

It is obvious that a show of this size can visit but the largest cities. However, the dealer in the small town can reap a good deal of benefit from it even though it does not visit his town. The dealer who sees this show himself, or sends his clerk, will be well repaid by a better acquaintance with the goods he sells. Tell your customers about it and strongly urge them to see it, if at all possible. This is but an advance notice, and the routing of the show will be given early in the spring of 1913.

NEW SIZE FILM.

We are now prepared to supply to Kodak dealers, Kodak Film to fit Ensignette Cameras.

No. 1 size, 1½ x 2¼ .....15c. per roll
No. 2 size, 2 x 3 .....20c. per roll
Trade Discount, 25 and 10%.

PLATE BUSINESS.

As every Kodak dealer knows, the film idea was evolved on this side of the Atlantic and met with strenuous opposition from devotees of the plate-camera, especially in Europe. Even to-day, there exists a deeply rooted prejudice in favor of plate cameras in the countries of the Old World.

The reason is that, added to the old existing prejudice, manufacturers of plate cameras have persistently fought the film camera, and, perhaps, people of a young country are more ready to see a point and assimilate a new idea

We are not imagining these things, and every dealer who has had much to do with Old Country amateurs knows that what we have said is true. They will follow you as you make point after point in favor of film, but—more or less—still hold on to plates.

The point we are getting at is that with the tremendous number of people pouring into Canada from European countries, there must necessarily be a considerable number of plate users and it is up to us and to you to put ourselves in a position to get their business.

With this end in view, we are putting out a new brand of plates, ROYAL SPECIAL EXTRA RAPID, which has all the qualities of a good plate—fine grain, latitude and speed. Amateurs using plates do want a fast plate, however little they care about the other points. This new plate is faster than any of the brands generally used by amateurs in the Old Country, for we went into the matter thoroughly through our European connections. ROYAL PLATES — SPECIAL EXTRA RAPID—will be packed in regular Royal boxes, but the end label will be black on red and there will be a sticker of like color on the cover of the box. Prices and discounts will be the same as on regular Royal plates. Please specify SPECIAL EXTRA RAPID in your orders.

To sum up, we want to make Canada a "film" country, but we don't want to lose any business and recommend that each dealer look into local conditions for himself, and have the goods to meet any demand there may be for plates. We manufacture Seed, Royal and Stanley Plates — and have added another — Royal Extra Special Rapid.

ORDER ERRORS.

In several issues of the Trade Circular this year, we have called your attention to points apt to be overlooked in ordering goods, and as an another busy season is approaching, we again offer a few suggestions:

Film Packs.

Since the introduction of the 3A Premos (size 3¼ x 5½) some dealers have omitted to take proper precautions in ordering film packs and adapters for the 3¼ x 5½ Premos.

In the August issue of the Trade Circular, we explained this matter

A New Plate—

THE

Royal Special Extra Rapid.

A really fast plate of high quality—one you can recommend to those of your customers who insist on plates.

Know them by the label Black on Red.

Regular Royal Discounts apply.

fully and stated that when orders specified 3A film packs or adapters, we would send the 3¼ x 5½ size.

Yet some dealers still order 3A material when they really want goods for the 3 x 5¼ cameras.

We appreciate the fact that when two sizes are so nearly alike there is always some confusion, but it can be very largely overcome if you will instruct your order department to be very careful in ordering such goods and to be sure and be explicit.

If you want packs or adapters for the 3 x 5¼ cameras, specify plainly 3 x 5¼ and never use the terms 3A in connection with such goods.

If you want them for the 3¼ x 5½ models, specify 3A.

It is also very important that you ascertain from your customers for such goods exactly which size they want.

The sizes are not interchangeable and you should be sure whether the customer wants the 3 x 5¼ pack in the red carton, or the 3A (3¼ x 5½) pack in the green carton. The difference in color of carton should avoid any error in keeping your stock, for the 3A is the only pack put up in a *green* ruled carton.

The 3A, 3¼ x 5½, Premo is a very desirable size and the increased sale of the goods will more than offset any present inconvenience.

With the co-operation of our dealers, the distinction in size will soon be thoroughly established and there will be no further confusion.

Film.

When ordering film give either style of camera or number printed on film carton, never size of picture as the latter may be duplicated in a different camera, but film is not always interchangeable. For instance, instead of 3¼ x 4¼ you should call for No. 3 F. P. K. or No. 3 Brownie. If preferred simply give the number as No. 118 or No. 124. Cartridge film in the Speed Emulsion is furnished only in Nos. 0, 1A, 3A and 4A. Speed Film Packs only in sizes 3¼ x 4¼, 4 x 5 and 5 x 7. Please note carefully.

Odd Sizes.

We cannot guarantee to fill orders on date of receipt for paper and plates in sizes not listed. We will fill an order for paper in any special size should it amount to $1.00 list, also for plates on orders amounting to $2.00 list. When sending in orders containing such items, always give instructions regarding the balance of the order if you do not wish it held until shipment can be made complete.

Grouping.

Our typewritten invoices show that when making out orders we group similar articles together as far as possible and if when sending in orders dealers will carry out this plan it will greatly facilitate matters in our order department. We would suggest that it would be well to imitate the form in which the invoices are made out and there will be less danger of misunderstanding.

Separate Sheets.

Always make out orders on separate sheets to avoid delay. When sending in a camera for repairs which is to be included with other goods, give the instructions for repair on a separate sheet so that

KEEP THIS PAGE FOR FUTURE REFERENCE

A List of the Various Surfaces and Contrasts in which AZO can be supplied.

Soft Contrast is for extremely contrasty negatives.

Hard Contrast is for negatives of average density.

Hard X Contrast is best suited for negatives lacking contrast.

GRADE A (Carbon)	Soft, Hard and Hard X in Single and Double Weights.
GRADE B (Rough)	Soft and Hard in Single and Double Weights.
GRADE C (Glossy, Pensé)	Soft, Hard and Hard X in Single and Double Weights.
GRADE D (Semi Gloss)	Soft and Hard in Single and Double Weights.
GRADE E (Semi Matte)	Soft, Hard and Hard X in Single and Double Weights.

AZO POST CARDS.

A—Soft, Hard and Hard X.

C—Soft, Hard and Hard X.

D—Soft and Hard.

E—Soft, Hard and Hard X.

the letter may be sent directly to our Repair Department. If you wish it included with an order this of course must be mentioned on both sheets. We cannot impress too strongly upon dealers the necessity for writing separate letters about different matters as there are so many departments to which a letter must be sent that it is almost impossible to locate it when inquiry is received, although we try to make copies as far as possible.

Indefinite Orders.

Dealers should not trust too much to the memories and good judgment of our order clerks. We receive daily a very large number of orders calling for plates, paper, etc., given without a clue as to the kind desired. We try to accommodate the dealer by obtaining this information from previous orders, but it is often necessary to omit the item, thereby causing not only delay and disappointment, but additional transportation charges.

Claim for Shortage.

Any claims for shortage in shipment or in filling orders should be made immediately upon receipt of the goods. Do not wait until settling your account. A separate letter should always be written regarding such matters.

Azo Paper.

We receive so many orders for Azo in grades which are not furnished, especially in Hard X, that we are reprinting the complete Azo list (see page 9) with a suggestion that you have it in a conspicuous place so that it can be readily consulted when making out orders.

"IF IT ISN'T AN EASTMAN IT ISN'T A KODAK"

"Kodak" is an arbitrary word constructed for trade mark purposes."

Standard Dictionary.

"Kodak" is our registered and common-law Trade Mark and cannot be rightfully applied except to goods of the Kodak Companies' manufacture.

In the August Trade Circular we called your attention to the fact that it is a mistake to use in your advertising such phrases as "Buy an Eastman and you will have the best Kodak," or "We sell only Eastman Kodaks," or to refer to Brownie cameras as Brownie Kodaks.

The word "Kodak" is one of our greatest assets, and it is of value to every dealer handling our products.

Every time you use any of the above phrases you are inferring that there are Kodaks other than those manufactured by the Kodak Companies and are benefitting competition only too willing to have the public believe that such is the case.

When you advertise get the *full value* of the word "Kodak": Impress upon the public the idea that you sell Kodaks, not "Eastman Kodaks," nor "the Kodaks made by the Kodak Companies," but just "Kodaks," then you do away with any false inference.

Incorporate "If it isn't an Eastman it isn't a Kodak" in your advertising. That tells the story correctly. We have used this phrase for many years in our general publicity, and we have yet to

find a clearer or better way of expressing it.

Advertise for yourself—for the goods you know are right,—Don't spend your good money for newspaper space to boost "just as good" competition.

CASH FOR NEGATIVES.

We are constantly in need of good negatives for making sample prints to use in our advertising department. Pictures for our purpose should not only be interesting and artistic, but must be technically perfect and MUST BE NEGATIVES FROM WHICH WE CAN GET PRINTS OF THE FULL SIZE. This is of the utmost importance, as our samples are used largely to show the size of the picture that each different camera makes. It is often necessary to trim a print down from the original size in order to get a good pictorial effect. This is alright from the main standpoint, but for our purpose the negative must be one from which a print can be used its **full size.** Do not send negatives for inspection, but submit unmounted prints, printed on Velox, from which we can make a selection. If you have, or know of any one of your customers who has such negatives, we would be pleased to have sample prints submitted to us, and below we give a list of those that we are in need of at the present time. We will pay the following prices for negatives purchased:

Vest Pocket Kodak	$1.50
No. 1A Folding Pocket Kodak	2.00
No. 1A Folding Pocket Kodak, R. R. Type	2.00
No. 3 Folding Pocket Kodak	2.50
No. 3A Folding Pocket Kodak	3.00
Premoette Junior	2.00

In submitting sample prints, always give the exact designation of the instrument with which the negative was made.

FOLLOWING UP THE PROSPECTIVE.

Below we quote from a letter received recently from one of our dealers.

> "I have been going to write you for some time, telling you how successful I have been with the follow-up system, after having received notice from you that the parties were asking for catalogues. I believe I have sold at least nine out of ten."

With every catalogue we send out on request there is a letter telling the enquirer where the nearest Kodak dealer is, and we believe that this dealer's experience is the experience of nearly every dealer who follows up these inquiries. It may be taken for granted that anyone, who is interested enough to take the trouble to write to us for a catalogue, is in the market to buy a camera, and it only remains for the dealer to put on the finishing touches. If you are the prospective's nearest Kodak dealer, and you handle that prospective in the right way, he will certainly order from you whatever you persuade him to buy. If you land nine out of ten, as this other dealer tells you he has done, we think you are doing a paying business, when you consider the small expenditure of time and money in proportion to your returns. Don't overlook the next prospective we refer to you, but get after his order.

FLASH-LIGHTS WITH FLASH SHEETS

As simple as daylight photography. Delightful results may be obtained by the merest novice.

Make flash-light pictures of the familiar home scenes. You will cherish them all your life.

Eastman Flash Sheets, Eastman Flash Sheet Holders and other Kodak supplies.

RICHARD ROE & CO.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. IX., No. 7. TORONTO, ONT. NOVEMBER, 1912

WINTER ON THE FARM.

During our long Canadian winter the hours of toil on the farm are considerably shortened, and to the farmer and his family it means more or less of a holiday. Often, in spite of card games and a round of parties with their fiddlers and hoe-downs, time hangs heavily. A new pastime would be well received.

Every one of our dealers outside of the larger cities does business with, and knows intimately, the farmers in the surrounding country. Wouldn't it pay to put Kodakery up to these farmers as the new pastime that will make the winter hours go by more quickly and pleasantly?

Right in this Trade Circular we are offering the material with which to go after the farmer's trade.

Suppose you make out a list of the prospects, and mail each one a personal letter with a copy of our new "Kodak Winter Booklet." They, and their families, will be glad to have something to read beside the weekly newspaper. Work up their interest by degrees. The first time they come into your store, follow up your previous efforts by pointing out the ease with which they can make pictures the Kodak way. With Eastman Flash Sheets they can take pictures of the gatherings at all their hoe-downs, and you can explain what a simple matter it is to use the Flash Sheets in the Eastman Flash Sheet Holder. Let them know that neither picture taking nor picture making requires daylight. You can clinch your argument along this line by giving them "By Flashlight" to read.

Portrait Attachments that just slip on over the ordinary lens, and sell for 50c, have made possible the pleasures of Home Portraiture. Remember, we have a little book on this subject, too, "At Home with a Kodak."

Then what delightful outdoor pictures are to be had when the snow is on the ground; the young people off for a jolly cutter-ride or the whole family off to town on the bob-sleigh.

Farmers, as a rule, are of an experimental turn of mind, and once get them started printing pictures, there would be no difficulty in holding their interest. The Velox Manual will tell them how to print by lamplight. The enthusiasm aroused during the winter will spread out into new channels in the warm sunny weather of the summer to come.

The Christmas season offers a splendid opportunity to place Kodaks, Brownies or Premos on the farm. When the several members of the family are exchanging gifts, you can persuade this one and that one that the most desirable gift is a camera, with perhaps a developing outfit and some other accessories to go along with it.

ALL TOGETHER FOR A KODAK CHRISTMAS.

Only a few days now and Christmas will be with us, and if our observation is worth anything, this is going to be a Kodak Christmas indeed; a fitting culmination to the biggest business year ever experienced by this Company. Just consider the situation for a moment and you will readily see that conditions could not be more favorable for a Kodak Christmas.

The country is highly prosperous and more people are becoming interested in photography every day. The name "Kodak" has been spread broadcast throughout the land.

Our advertising for the whole year has been more extensive than ever before, and for Christmas, we have unlimbered our heaviest advertising artillery.

Page after page of advertising in the standard Christmas periodicals are going to impress upon the public the peculiar adaptability of Kodaks as gifts for the Christmas season.

Then there are the new Kodaks which were added this year—the No. 1A Special and the Vest Pocket. The Vest Pocket Kodak will undoubtedly make a record as a Christmas seller, and it behooves you to keep your stock of these as complete as possible. There will also be a good demand for the Vest Pocket Kodak Special, and among those who wish larger cameras, for the 1A Folding Pocket Kodak Special. These goods, in connection with the always popular Brownies and the regular line of Kodaks should swell the receipts of every dealer.

As usual, we have prepared matter for you, so that you, in your own town, can connect up your store directly with our great volume of general publicity.

STORE SIGNS.

About the middle of the month we will send you an assortment of high-grade store and window signs which we trust you will give prominent display.

STREET CAR SIGNS.

Then for those who use street car signs, we illustrate in this issue three new cards, appropriate for the season. The two Kodak cards are in four colors and the camera on the Premo card is embossed in silver, producing a very unique and attractive effect.

BOOKLETS.

For use on your selected mailing list and for general distribution, the Kodak Winter Booklet is now ready. This is of the usual size, 3½ x 5½, contains 32 pages of condensed Kodak information and with attractive four-color cover makes a very attractive piece of Christmas literature. Along the same line is the Premo Winter Booklet, size 3½ x 6, with 16 pages of matter and a striking embossed cover. These booklets will certainly sell goods for those dealers who will distribute them and we ask you to bear in mind that they are furnished on order only. As it is a case of first come, first served, you should get your order in at once for as many of these booklets as you can use.

NEWSPAPER ADVERTISING.

In addition to these helps, which we supply you gratis, we suggest the use of generous newspaper

space from now until Christmas. Get the people in your locality thinking about Kodak, and when the time comes for them to purchase gifts for those whom they wish especially to please, many will decide upon Kodaks.

You have the Cut Sheets and know that we supply cuts gratis. We also show in this issue some sample advertisements which may assist you in making up your own advertisements. Others will appear in the December issue.

Our advertising is bound to make business for the dealer in general, but those dealers who co-operate with us, who judiciously use the many helps which we supply and who go right out after the business will get the big returns.

Remember that street car signs are intended and will be supplied for street car use only, and we shall give the preference to the first dealer who applies from each city, but will not furnish him with more than one style of card until we are satisfied that the other dealers in his town are not interested. In ordering car signs, state quantity and order by number.

Think over the Christmas situation now, decide what you propose to do and then get your order in to us at once for the materials you want.

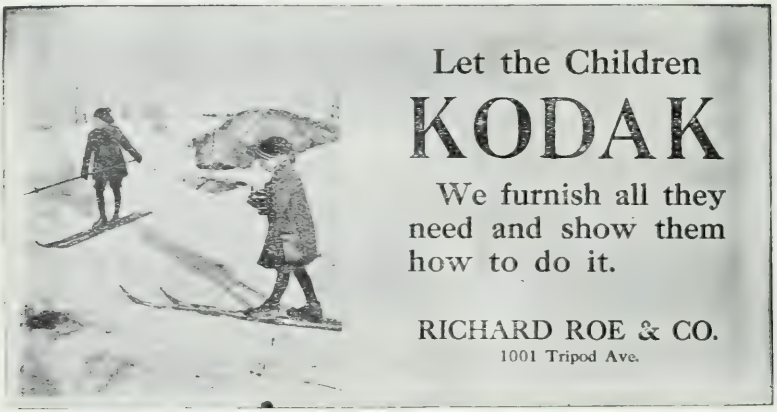
DOUBLE THE SALE.

Did it ever strike you that you double your sale when you sell a 12 exposure roll of film instead of a 6 exposure roll?

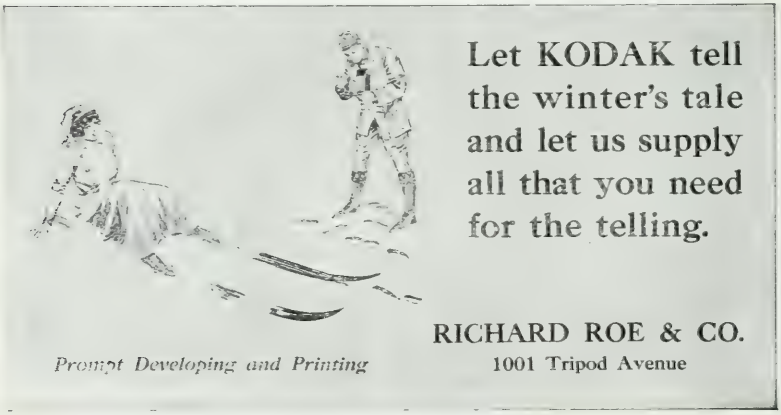
Your customer generally asks for a roll of film, and hardly ever specifies whether 12 or 6 exposure roll is wanted. More often than not he will accept the larger roll—double your sale. Even if he demurs, you can point out the advantage of the larger roll—twice the number of exposures in the same bulk, a point to be carefully considered if the purchaser be a tourist or one going on a vacation, as well as by the week-end Kodakers. Did you ever figure that many a time an amateur would use 12 exposures instead of 6, if he had them with him? Don't restrict the consumption of film. Let your customers know that you sell 12 exposure rolls. It doubles your sale and makes sure of the amateur having film when he wants it.

BROWNIE
For Christmas time or any time
BROWNIE CAMERAS
Picture taking and picture making has the same fascination for children as for "grown-ups," and the little Brownie makes it all as simple as A B C.
RICHARD ROE & CO.

Cut 144 B



Car Sign No. 401


Let KODAK tell the winter's tale and let us supply all that you need for the telling.
RICHARD ROE & CO.
1001 Tripod Avenue
Prompt Developing and Printing

Car Sign No. 402.

It's a Merry Christmas for the one who gets
A PREMO
Select a camera at our store for the one you wish to please the most
John Doe & Co.,
1234 Premo St.

Is Your Kodak Ready?

If it needs fixing, better let us have it done for you right away, rather than wait till you want to make a picture very badly and find you can't.

Have Your Kodak Ready!

Above is a reproduction of a card (size 8x11½) which will be sent to all dealers, following up what was said in last issue about "Camera Repairs."

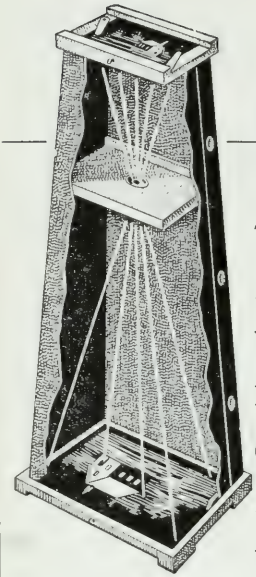
"Have your Kodak ready!" is a piece of advice that you should give to every customer, because it means dollars and cents to you. It makes for larger sales and larger profits on film, the leading item of the photographic business, and of course on other goods too, all year round, and especially makes for an earlier start with those amateurs who Kodak only in the bright days of summer. When the Kodak is ready there's little or nothing left to block the inclination or desire for picture-making.

It will help us both in avoiding an overwhelming rush of cameras sent in for repairs during the summer, every one of which is wanted by return.

Notice that the card bears no sign of its origin. No customer will feel but that it is an evidence of your wish to serve him.

Hang it up behind your photographic counter, or display it in the window where it will catch the eye and rivet the attention of every customer onto its message.

Cards along similar lines will be supplied from time to time.



The Daylight Way to beautiful enlargements is with a

BROWNIE ENLARGING CAMERA

As simple and easy as making Velox Prints

Brownie Enlarging Cameras
$2.00, $3.00 and $4.00

RICHARD ROE & Co

Single Col. 227G. Double Col. 227A.

SLIDES FOR CHRISTMAS ADVERTISING.

The offer of lantern slides for advertising, made earlier in the year, brought so many requests, particularly from dealers in smaller towns, that we now offer the two new slides illustrated on page 7, showing matter that is peculiarly appropriate for the Christmas season.

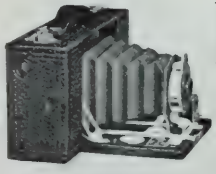
For the small-town dealer, these slides afford a splendid opportunity for presenting the "Kodak or Premo for Christmas" idea to the public in the most effective manner.

The dealer's name will, of course, be shown on the slide, and it will be a case of first come first served. Get your order in at once—you may have both or just one, as you wish. Specify the letter below each slide in your order.

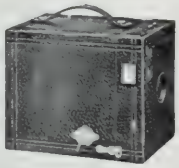
THE ROYAL PLATE S. E. R.

SPEED TO SPARE, WITH ALL OTHER QUALITIES A GOOD PLATE SHOULD HAVE

The plate you can recommend to amateurs who still hang on to plates



Brownies for the Children's Christmas



Any youngster can operate one

PRICES $1.00 to $12.00

A

Let

KODAK

Solve Your

Christmas Problem

JOHN DOE & CO.

B

A Glimpse of the Kodak Exhibition.

A BIG SUCCESS.

All Records for Attendance Broken at the Kodak Exhibition.

In the few weeks that the Kodak Exhibition has been on the road in the United States all previous records for attendance have been broken, as over fifty thousand people attended the exhibition in the first three cities.

The Exhibition of five years ago left a lasting impression and the return of the newer and greater Kodak Exhibition found the public more than eager to attend.

The newspapers have been quick to realize the great educational value of the exhibit and have, in every city, felt it their duty and privilege to afford it more than ordinary publicity.

Here are a few of the comments:

"The opening of the Eastman Kodak Exhibition in the Albany State Armory last night attracted a large number of people interested in photographic art.

It was all that was promised in advance, artistic, informing and interesting, and of such magnitude as to evoke expressions of wonderment as well as praise.

The motion pictures were specially attractive and a source of keen enjoyment while the illustrated lecture by Dr. William Torrance Stuchell was brimful of useful information and valuable suggestions. The Exhibition is really a marvelous conception of its kind and the mechanical details are perfect in every way." (*Troy, N. Y., Times.*)

"The Kodak Exhibition continues to attract great crowds to the Armory.

The photographs shown are remarkable as a revelation of what may be done with a camera."

(*Knickerbocker Press, Albany.*)

"The exhibition is highly educational as well as entertaining—it must be seen to be appreciated."

(*Albany Argus.*)

"The display it offers is in every way worthy of the best traditions of art exhibitions. It is broad in scope, dignified and lofty in character and is imbued throughout with the real art spirit.

As an engaging pastime or as a means to the highest aesthetic enjoyment, a visit to the Kodak Exhibition will prove the camera without a rival."

(*Albany Journal.*)

"It is interesting to note the earnestness with which visitors to the Kodak

One of the Screens at the Kodak Exhibition.

Exhibition in Convention Hall study the views that line the walls.

Never was a display of paintings in this city, it seems, viewed so seriously as these photographs, taken and finished without a thought of competition or knowledge that they would be chosen for an exhibition. No one can walk through the hall without seeing a picture bearing on a subject in which he is specially interested.''

(*Rochester Democrat and Chronicle.*)

Even with the largest halls that it has been possible to provide, thousands have had to turn away unable to obtain admission, but it is safe to say that most of them returned another day, so intense is the interest that has been aroused.

The dealers have been quick to perceive the advantage of the Kodak Exhibition and have afforded it loyal and enthusiastic support, practically all of them making special window displays, and using the newspapers generously.

And the interest in the Exhibition is by no means local, it extends to all the territory surrounding the cities where the exhibitions are held, many traveling a considerable distance to attend.

Comments innumerable from visitors indicate that the Exhibition is producing a profound and lasting impression which cannot help but result in greater business for every Kodak dealer.

Brownie Enlarging Cameras

Every one you sell boosts your Bromide and Velox paper sale.

PREMOS TOO.

Just as in the case of the Kodaks, the coming holidays are bound to surpass any previous holiday business in Premo cameras. As a matter of fact, both lines are subject to the same conditions, and the increase in Premo sales so far this year has been really remarkable.

The Premo advertising has been more extensive than ever, and this in connection with the great volume of Kodak advertising has created new interest in photography in general.

Now when those who have been interested get to the point of purchasing, they will of course select the camera which appeals to them most. And here is where the Kodak dealer reaps the benefit of carrying the two great lines representing the two, or we may say three different methods of amateur photography.

The majority of amateurs will prefer the Kodak system, but there are a great many to whom the peculiar features of Premo Film Pack photography appeal strongly, who like the feature of ground glass focusing, the use of films or plates with equal facility, the removal of separate films for development, and the other features of film pack photography, with which you are acquainted. And in a pastime which is so extensive and so popular as photography, while the users of Kodaks predominate, the proportion of those who use Premos is so large in the aggregate as to mean a tremendous business and to make it well worth the while of every Kodak dealer to feature this line at the same time that he features Kodaks and to push this line along with Kodaks. An increase in the sale of one carries with it an increase in the sale of the other.

Thousands of Premos are going to be sold this year for Christmas. The Premo holiday advertising is second only in volume to that of the Kodak. All the standard magazines are carrying the message in prominent display: "There is a merry Christmas indeed for the one who gets a Premo." To support this advertising in your town, you will receive in connection with the Kodak signs some Premo store and window signs. An especially attractive street car sign is illustrated in this issue, and the Premo Winter Booklet, size 3½ x 6, is now ready for distribution. Upon other pages you will find sample Premo advertisements which connect up directly with the Premo general advertising carried by the standard periodicals.

Then, just as in the Kodak line the Vest Pocket Kodak is an especially attractive proposition for those who prefer roll films, so among Premos is the Premoette Jr., a very desirable camera for those who wish to use the Premo Film Pack. You know something of the great demand all the year for this little camera. Aside from this there are the new Filmplate Premo Specials for those who want the highest type of cameras, and the many other desirable Premo models.

Use the Premo advertising matter freely. Get your orders in for booklets and whatever else you require, at once. Take advantage of the extremely favorable conditions this year. Go out for the maximium of business on both the Kodak and Premo lines. Do this and you will find that it is a merry Christmas for you.

Advantages of a Finishing Department.

Have you ever realized the value of your Developing and Printing orders to your business in general?

This trade is paying a large part of the expenses in many a photographic dealer's business—paying the rent and taxes and a big share of the other charges.

More than that, a developing and printing order, properly and promptly executed, is the best bringer of new business that any dealer ever had.

Give your customer a fine set of Velox prints from his negatives, and you are getting the best possible advertisement for your Kodak business into the hands of every friend to whom he shows his pictures.

Velox stands alone and pre-eminent among all printing papers. It never fails to please your customer for it gets the best out of every one of his negatives.

There is a Velox paper for every negative — Special Velox for negatives of good contrast, and Regular Velox for thin negatives.

Use nothing but Velox, and watch your Developing and Printing trade grow bigger and bigger.

A poor negative requires Velox, a good negative deserves Velox

For Developing use the Tank System, mentioned in May *Trade Circular*, plans and directions for which we supply for 50c.

BUSINESS BUILDING.

Here are some experiences in business building by dealers in photographic supplies, selected from articles appearing in a recent issue of "Rexall Advantages."

"The secret of success depends entirely upon the man back of the counter.

If he knows his line of goods, keeps posted on all the up-to-date methods of photography and is willing to impart knowledge to his eager customers, he will be a successful Kodak man."

"One of the things most detrimental to the growth of your photograph business is to let an ignorant clerk wait on a Kodak customer. If it falls on him to wait on trade a part of the time, *make him learn the line.*

To carry on a successful photo business you must have educated help, who are willing to solve the amateur's problems."

"Keep yourself in touch with those who are just beginning and offer any suggestion that will help them.

Invite amateurs to bring in their work for your criticism, point out the cause of mistakes, and explain why results were not as expected."

"*We encourage our customers to do their own work as it means the sale of developers, papers, frames, albums, re-developers, Kodak tanks, etc.*

The tyro is a better customer the more his personal interest is aroused."

"I had a silent salesman table on which I placed a certain line of goods. On this display I put a price ticket, leaving it there for a few days, after which I removed it.

I found that when the ticket was shown I sold twenty-five per cent. more than I did when there was no ticket."

"Price tickets on goods in the window bring people into the store to ask questions. I am often able to make a sale that I would not have made if the customer had not seen the price."

"Price tickets systematically displayed will sell more goods than the average clerk."

Speaking of their efforts to increase business the manager of another concern writes: "We began encouraging our customers to do their own developing and printing.

While a certain percentage will always have their work done by another, it is a proved fact with us that those who do their own work not only take more pictures and use more materials, but get more enthusiastic, and in time create among their acquaintances a desire to go into photography."

"When a camera was sold a carrying case and tripod were suggested, and if the buyer could be encouraged to do his own work, the advantages of a developing tank were demonstrated. We have found, that even if not purchased at the time, the customer will think about it, and not rest satisfied until he has it."

"In selling a camera to a beginner in photography, the use of it is made as clear as possible.

Any difficulties that may arise are anticipated so far as possible, and the customer is encouraged to bring his problems to us.

We try to make him feel that when he does this he is conferring a favor upon us, instead of being a bother."

SALVAGED PROFITS.

A recent issue of *Printer's Ink* gives the experience of a publishing house in convincing dealers that it was poor policy to cut the price on their books. This matter is so closely related to cutting prices on amateur finishing, with which we dealt in July *Trade Circular,* that we reprint a letter written by a representative of the publishing house to a dealer called on a few days before. The letter contains food for thought on the part of every dealer handling any line of goods, inasmuch as it questions the wisdom of sacrificing real profits to a mere theory. Read it yourself.

"Since talking with you, I have given a lot more serious thought to this matter of the dealer's getting his full profit—getting all that belongs to him—of your getting all that belongs to you. I know that you are not sacrificing your profit without a very firm conviction that it means more sales and more profit in the end.

But have you thought of this? Your sales of our books last year were about 15,000 *books. I assume they were sold at the cut rate of* 44 *cents. If you did, there is a straight loss of* $900.00 *for the year. How many customers bought at* 44 *cents who would not have bought anyway at* 50 *cents? In my opinion, mighty few. If that is true, then that is* $900.00 *sacrificed to a theory.*

Supposing you had taken this $900.00 *and put* $500.00 *of it in your pocket and the rest,* $400.00, *into advertising that would have helped both books and general stock, would you not have been a great deal better off?*

Isn't it worth looking into?"

To the Country Dealer

To help you put Kodakery up to the farmers, or others, as the new pastime that will make the winter hours go more quickly and pleasantly, we shall be glad to supply these booklets with your imprint:

1912 Kodak Winter Booklet

"At Home With a Kodak"

"By Flashlight"

Velox Books

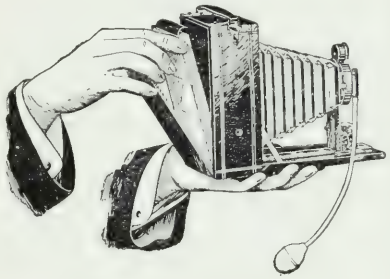
Tank Books

Booklets will help, but it's the personal work you do that makes for success or failure. Do you know of any pastime likely to appeal more strongly to folks on the farm?

"Ten Christmas Helps," a worthy successor to the "Ten Little Adlets."

Get them working and make them a real help.

See how easy it is to load a



PREMO

Open back, drop in Premo Film Pack, close back—that's all.

And Premos make excellent pictures.

Step in and let us show you this fine line of cameras.

John Doe & Co.

1254 Premo Street

Single Col. 351H Double Col. 351G

THE PRINCIPLES OF ADVERTISING.

In these pages from month to month we have afforded examples of newspaper display advertising for the Kodak line.

We have exercised our best efforts to make these samples of advertisements good advertising, but we have been somewhat handicapped by the small space at our disposal for the purpose.

Every retail merchant who pays for the insertion of an advertisement, does so in the hope that it will bring him business. Judging from some advertising we have seen, this hope in many instances is a faint one, the so-called advertisements evidently having been placed because the publisher was a good fellow or belonged to the same lodge as the advertiser.

We need not go into the question of whether advertising pays or not, or whether it should be considered an expense or an investment. Rather let us take up the physical make-up of a good advertisement and how to secure it.

A good advertisement may be likened to a good picture in that it must be so composed as to afford a harmony of space and color, that will arrest attention and cause its perusal without eye fatigue.

The time is coming when the advertising will be read as closely as the other parts of the paper, but as, at present, advertising receives little more than a hasty glance, we must plan our "copy" so that "he who runs may read."

To accomplish this we must have legibility—the type plain and easily read, and the space free

from overcrowding. The sentences must be short and simple and contain a selling argument. Advertising is nothing more or less than salesmanship on paper. If an illustration is used it must in some way pertain to the matter advertised; either a picture of the goods, or illustration of its uses, benefits or pleasures. An illustration that has no application to the subject is space wasted, and creates a feeling of aversion rather than interest.

Humor, or so-called "funnyisms" are out of place in advertising. When a customer comes into your store, you do not start business by telling him a funny story, or by making faces at him. Avoid a multiplicity of type faces, and dispense with fancy ornaments and freak borders.

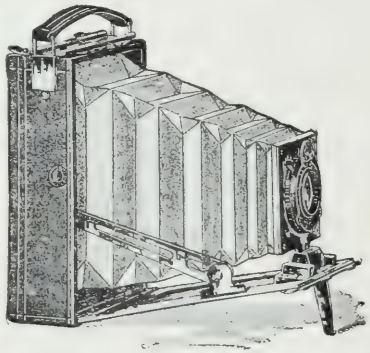
A great many compositors seem to take a special delight in seeing how many useless ornaments, different type faces, and inappropriate borders they can put into one small display, but the remedy is in the hands of the man paying for the ad, as he can cut them out before he O. K.'s the proof.

Do not try to crowd too many selling arguments in one advertisement, it is much better to put all your strength in one point, leaving the others for future advertisements.

Change your advertisements frequently, make them seasonable; do not let a Christmas ad. run until the following Summer, or talk vacation pleasures up to Thanksgiving time.

In recapitulation, make your advertising simple, direct and timely, tell always the absolute truth and underestimate rather than overestimate your goods, in other words sell your wares by printers' ink in exactly the same way you would by personal contact with your customer.

The daintiest little camera for $5.00 you ever saw



PREMOETTE JR.

Just a trifle larger than the picture it takes.

Loads in daylight. Has automatic shutter, tested lens, and makes surprisingly good 2¼x3¼ pictures.

Step in and let us show you this dependable little camera. Many other models too.

John Doe & Co.

1254 Premo Street

Single Col. 344D Double Col. 344C

Be prepared for the early Holiday shoppers. Get your orders in now.

KODAK

KODAK PICTURES of the things that interest us, means—fun in the taking and fireside companionship in the years before us.

The Kodak makes photography so simple a child can enjoy it—is so capable you can never exhaust its possibilities.

Let your Christmas gift this year be a KODAK.

We Have Them.

RICHARD ROE & COMPANY.

No. 306A—Double Column.